

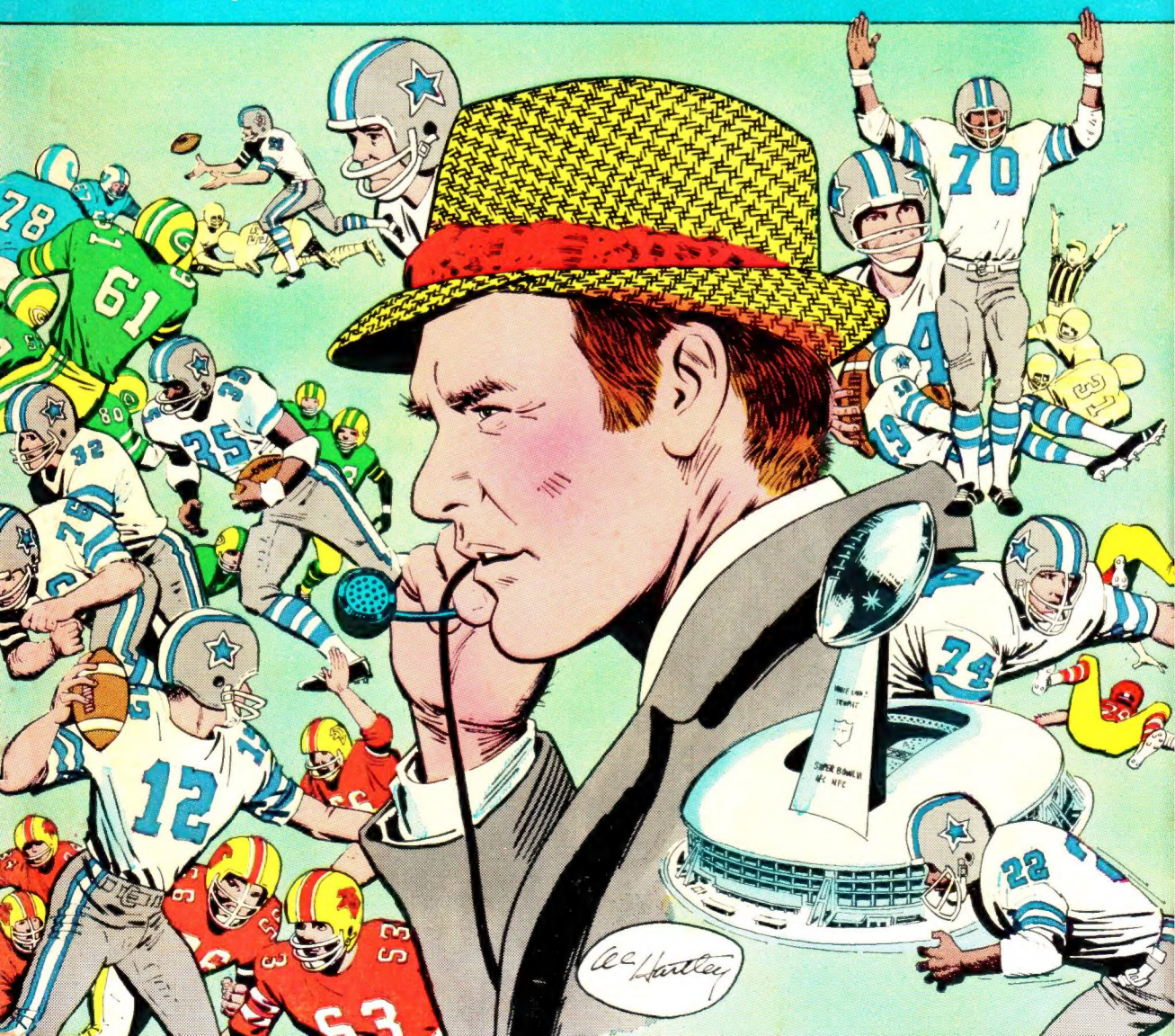


39¢

# TOM LANDRY

## AND THE DALLAS COWBOYS

by BILLY ZEOLI and AL HARTLEY





**ACTION PACKED COLOR FILM**

# **a man & his men**



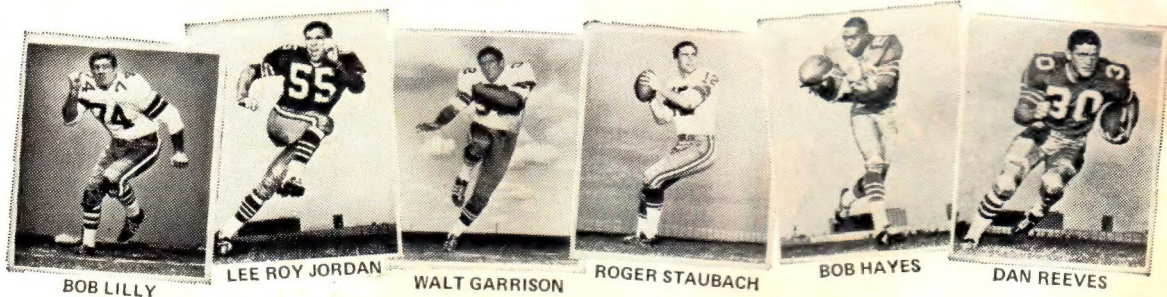
**THE THRILL OF VICTORY  
THE AGONY OF DEFEAT  
THE IMPACT OF A  
CHRISTIAN LIFE**

A MAN AND HIS MEN takes a penetrating look at people involved in the violent world of professional football. Rarely has an effort to gain victory been more intense than that of:

THE MAN — Tom Landry — occupation, head coach  
HIS MEN — The Dallas Cowboys, one of the most exciting and explosive teams in professional football.

Length 30 Min. Rental \$25.00

featuring **TOM LANDRY**  
**AND THE DALLAS COWBOYS**



write: GOSPEL FILMS, INC. P.O. Box 455 Muskegon, Mich. 49443

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# TOM LANDRY

AND THE

## DALLAS COWBOYS

TIME-OUT  
HAS BEEN  
CALLED---

COACH TOM LANDRY  
IS TALKING WITH HIS  
QUARTERBACK, ROGER  
STAUBACH---

*de  
Hartley*

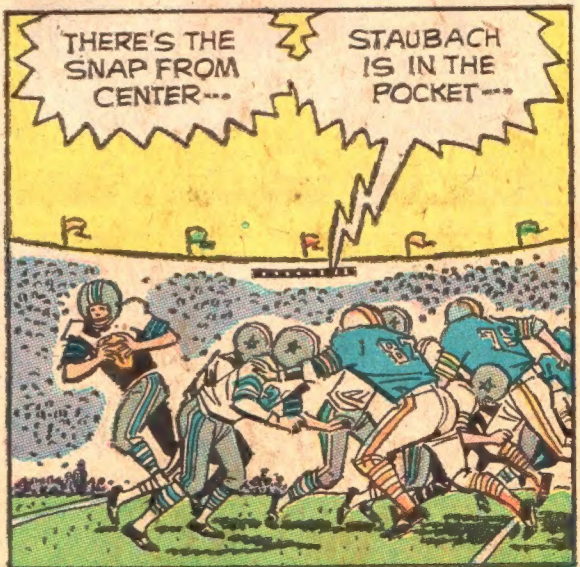


THIS SUPER BOWL CROWD  
IS GOING WILD AS STAUBACH  
RETURNS TO THE HUDDLE.

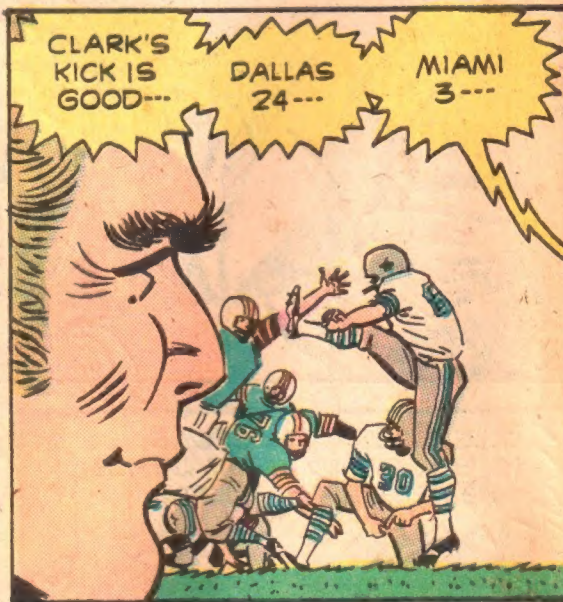
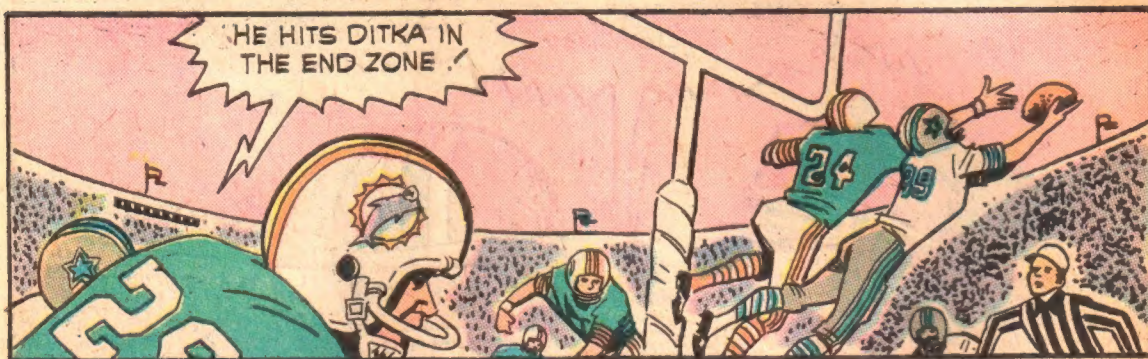
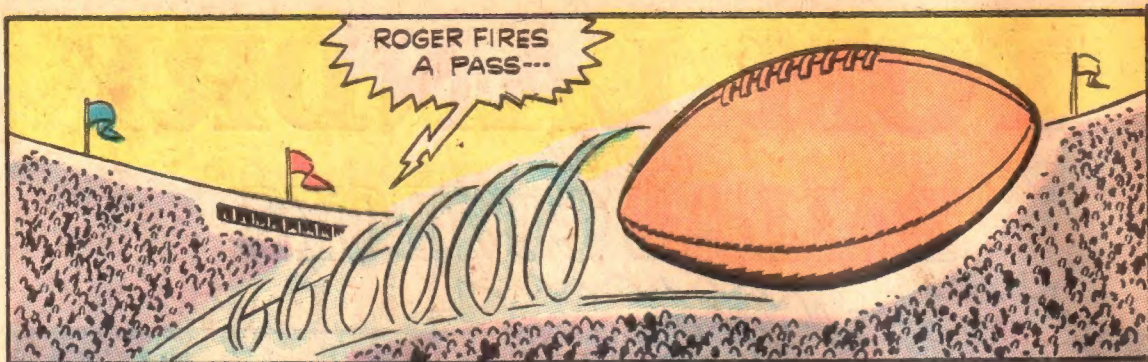


THERE'S THE  
SNAP FROM  
CENTER---

STAUBACH  
IS IN THE  
POCKET---







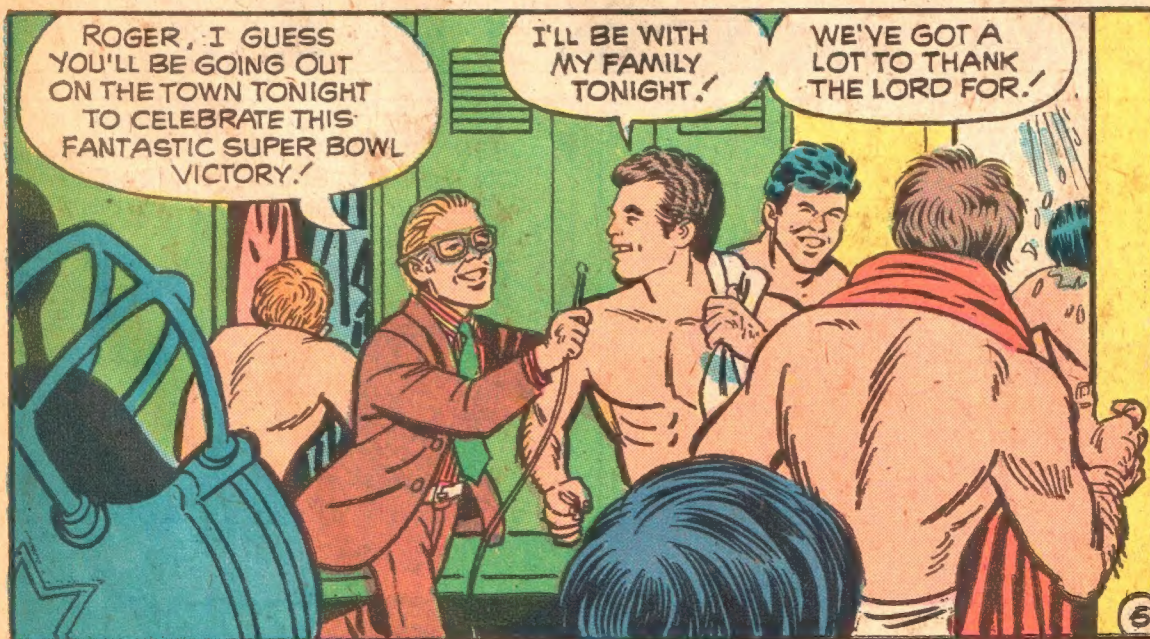




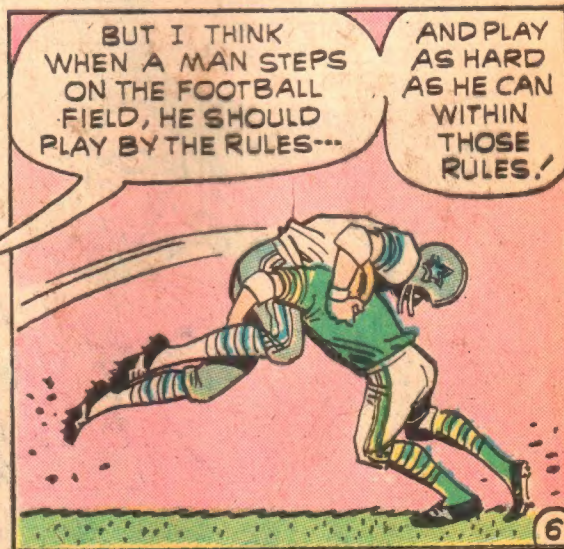




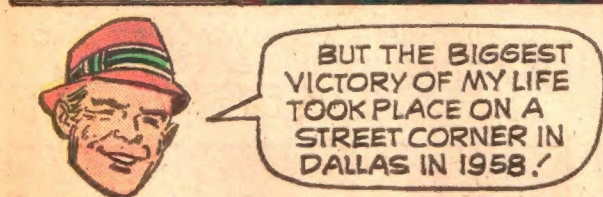
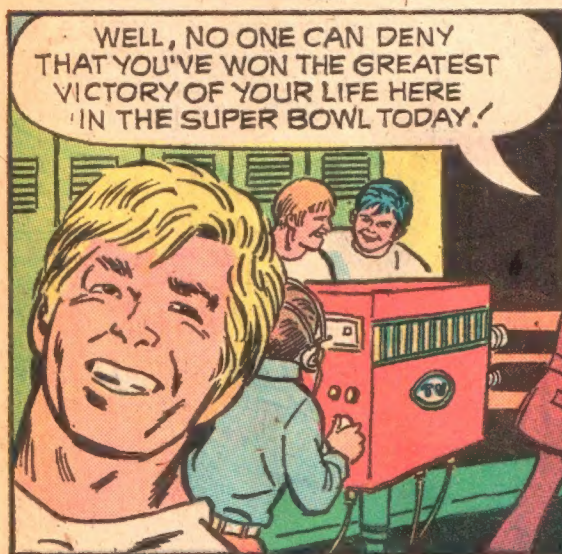






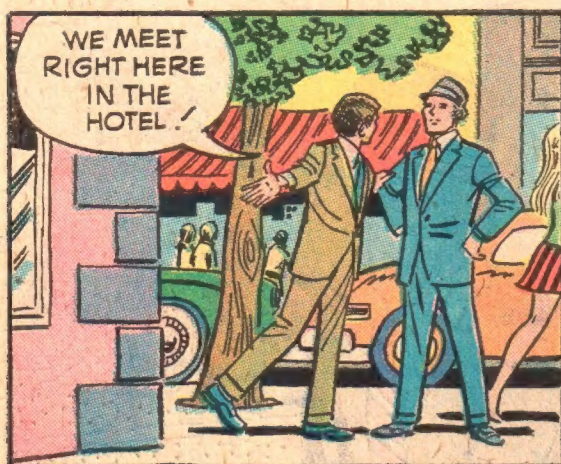








I NEVER WILL FORGET THAT DAY!  
I FIGURED MY FRIEND HAD TO BE  
CRAZY!

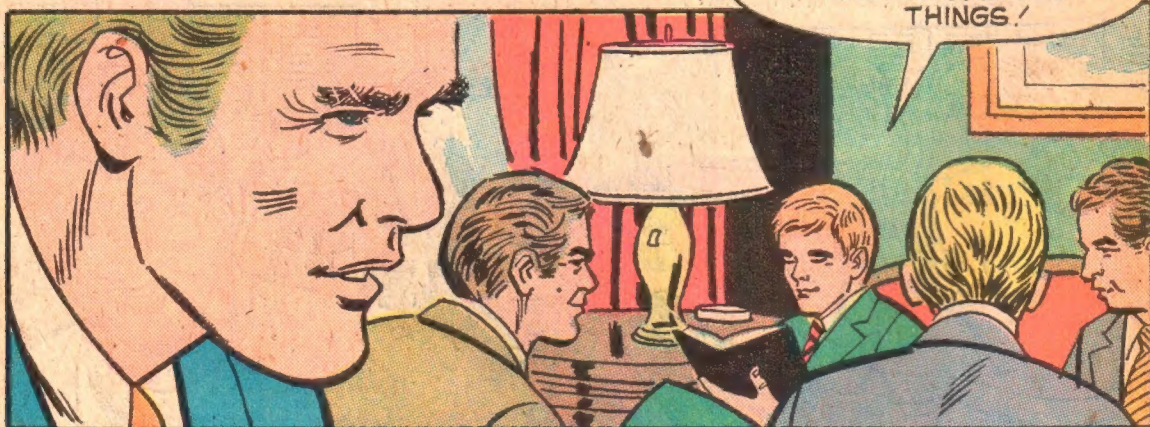


I'D GONE TO CHURCH ALL MY LIFE!  
I KNEW THE EASTER STORY AND THE  
CHRISTMAS STORY!



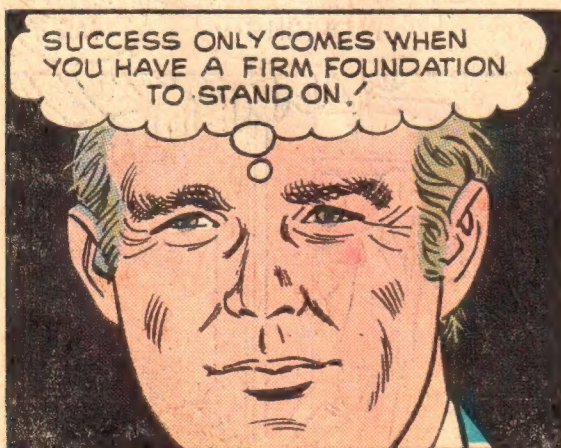
BUT HE WAS A  
GOOD FRIEND OF  
MINE SO I WENT TO  
THE BIBLE STUDY---

--- THEY WERE  
READING THE  
SERMON ON  
THE MOUNT---



JESUS TALKED ABOUT THE MAN WHO  
BUILT HIS HOUSE ON SAND! THIS  
MEANT A GREAT DEAL TO ME AS AN  
ATHLETE AND COACH!

UP TILL THIS POINT IN MY LIFE I HAD  
MORE THAN MY SHARE OF VICTORY  
AND GLORY--- BUT SOMETHING WAS  
ALWAYS MISSING!

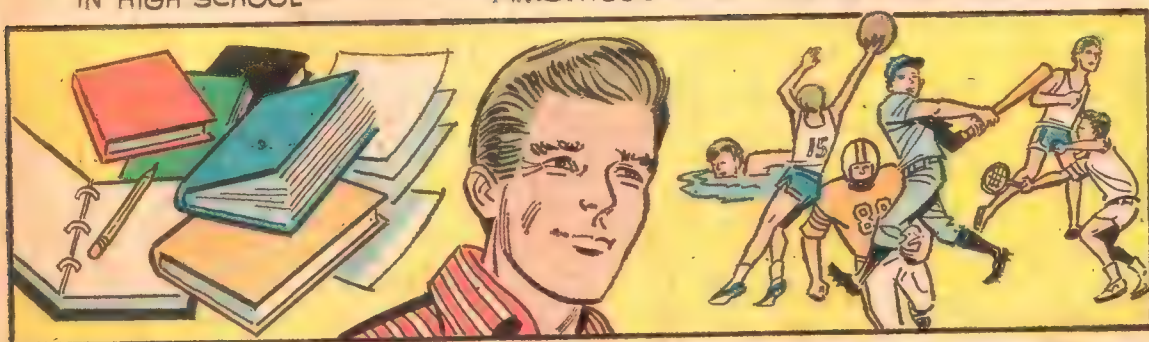




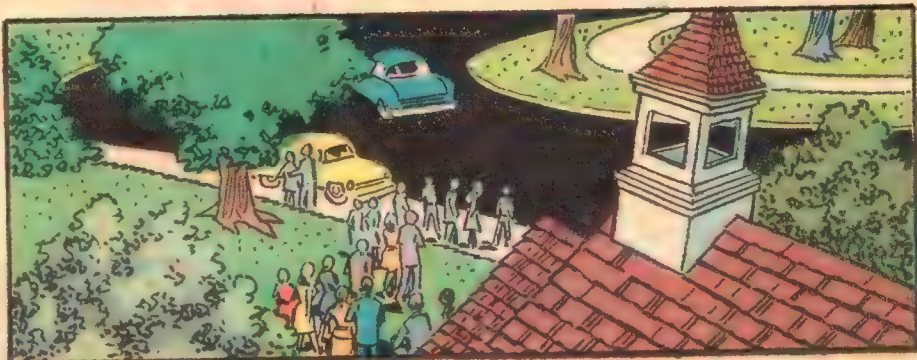
I MADE GOOD GRADES  
IN HIGH SCHOOL---

I WAS  
AMBITIOUS---

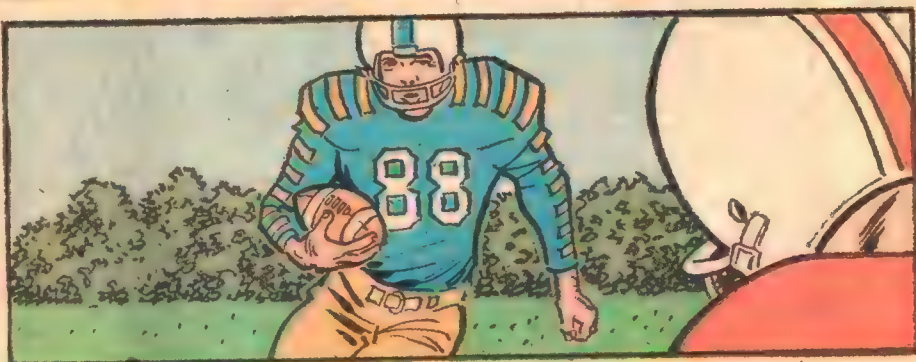
AND COMPLETELY WRAPPED  
UP IN ATHLETICS!



SUNDAY  
SCHOOL  
AND  
CHURCH  
WERE A  
RITUAL!

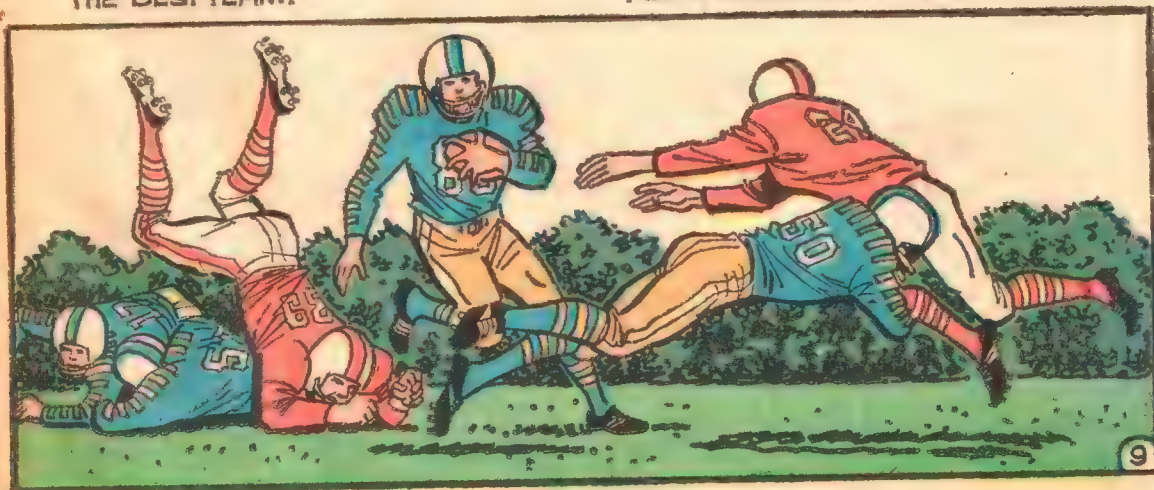


FOOTBALL  
WAS  
REALLY  
MY  
RELIGION!



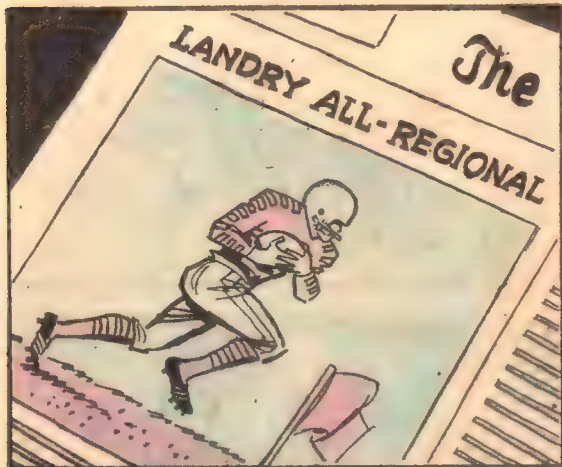
I WANTED TO BE  
THE BEST PLAYER ON  
THE BEST TEAM.

IN MY JUNIOR YEAR, I WAS AN  
ALL-DISTRICT PLAYER AND WE WERE  
ALL-DISTRICT CHAMPS!

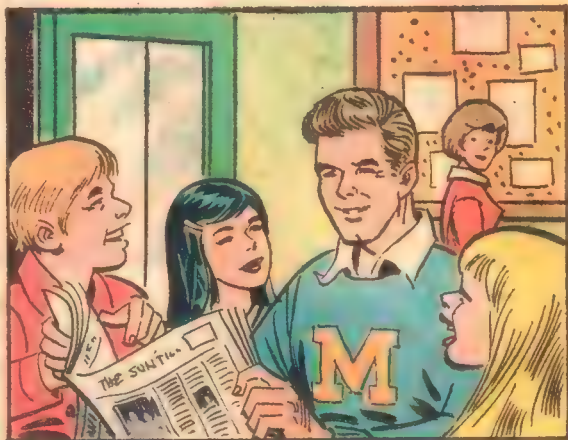




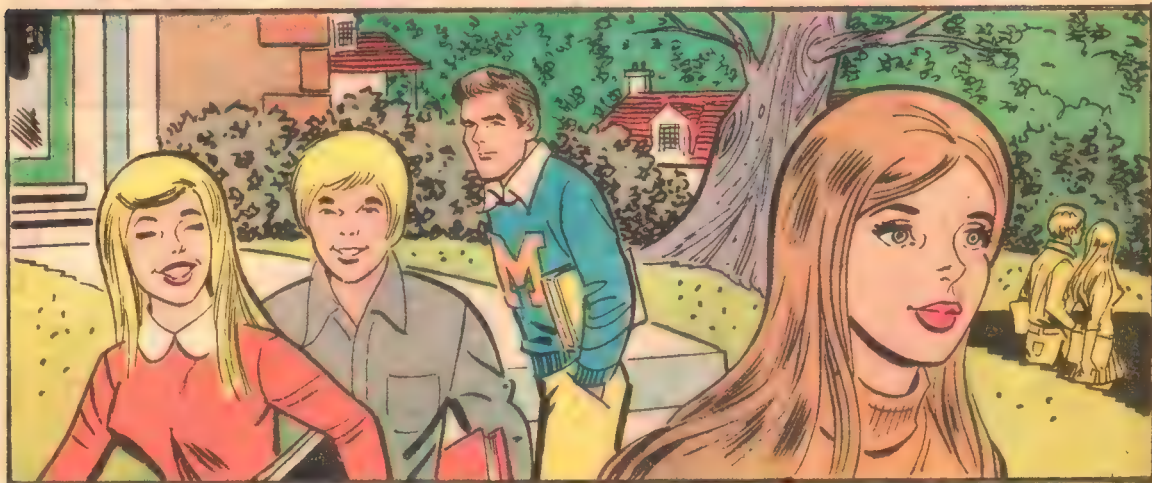
IN OUR SENIOR YEAR, WE WERE UNDEFEATED AND I WAS NAMED ALL-REGIONAL HALFBACK.!



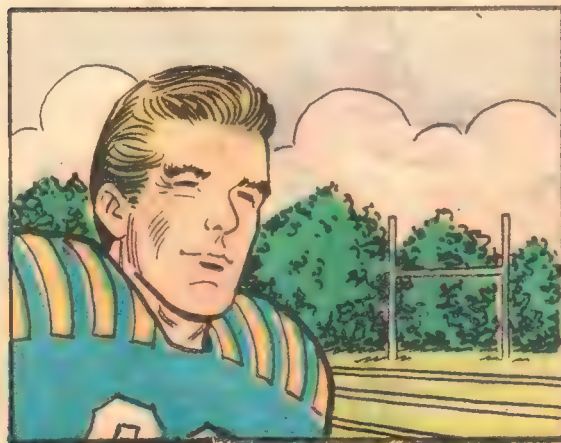
IT'S EXCITING WHEN YOU ACHIEVE SOMETHING AT THAT AGE. IT MAKES YOU FEEL GOOD TO GET THE PRAISE OF PEOPLE.!



BUT IT'S AMAZING HOW QUICKLY THE EXCITEMENT FADES---



I FOUND I HAD TO SET NEW GOALS BECAUSE THERE WAS AN EMPTINESS AND RESTLESSNESS WITHIN ME---

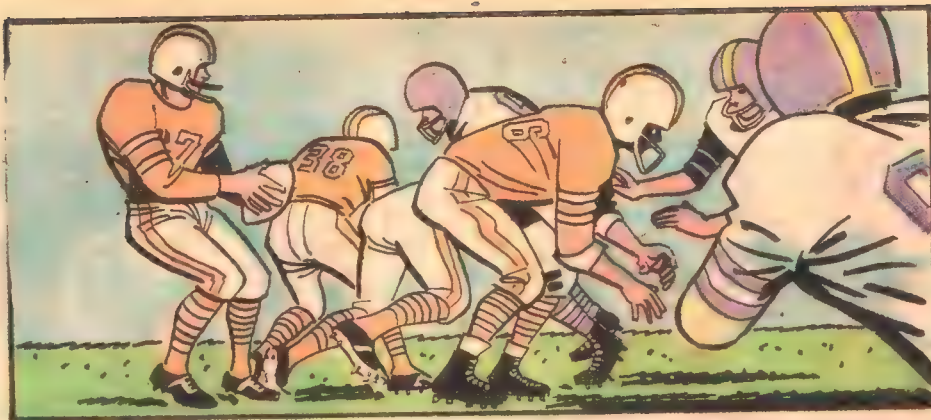


WHEN I WENT TO THE UNIVERSITY OF TEXAS, I FIGURED THIS IS WHAT LIFE IS ALL ABOUT.!

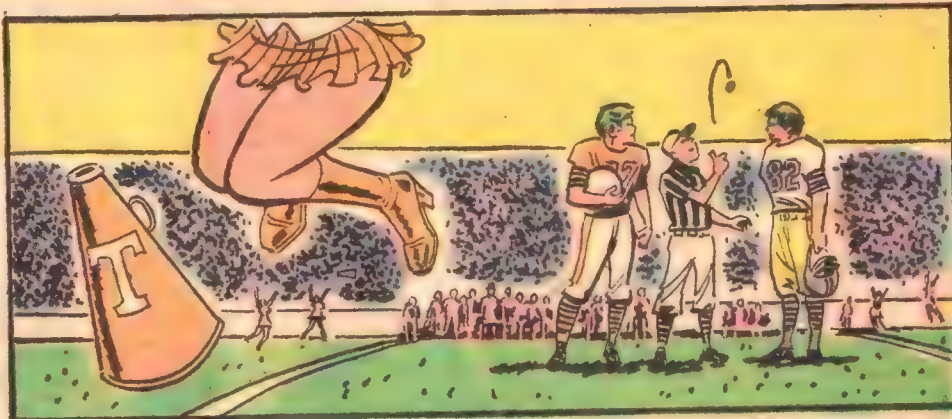




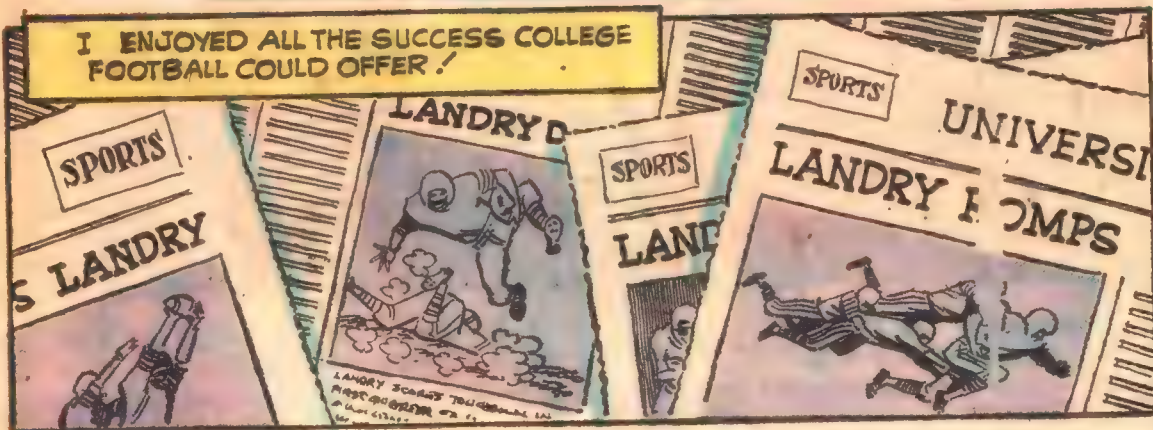
IF I  
COULD  
MAKE  
THE  
TEAM  
AT  
COLLEGE,  
THIS  
WOULD  
BE IT!



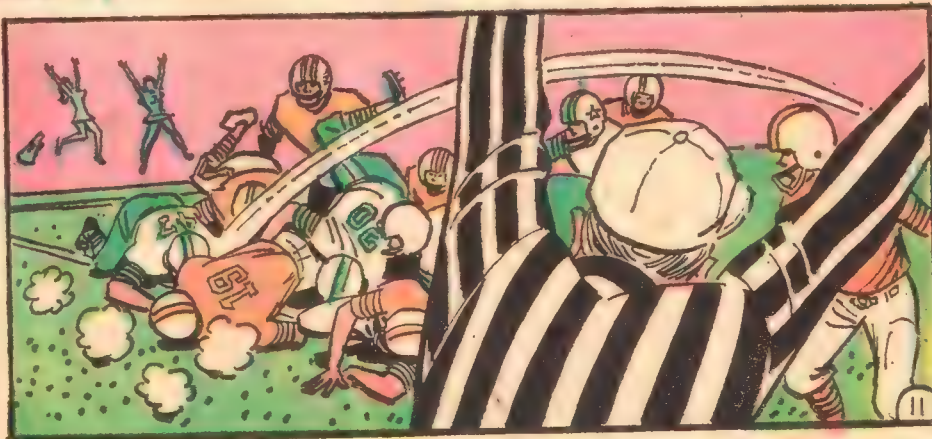
I  
MADE  
THE  
TEAM  
AND  
BECAME  
CO-  
CAPTAIN!



I ENJOYED ALL THE SUCCESS COLLEGE  
FOOTBALL COULD OFFER!



WE  
PLAYED  
IN THE  
ORANGE  
BOWL AND  
SUGAR  
BOWL  
AND WON  
THEM  
BOTH!

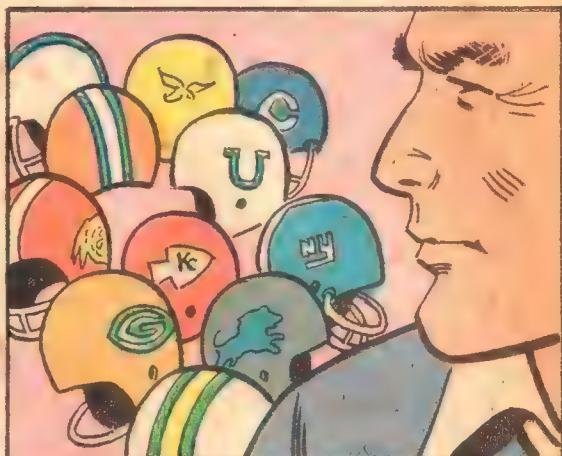




BUT EACH TIME AFTER ACHIEVING  
THE GOALS I SET FOR MYSELF, ALL  
THE EXCITEMENT AND THRILL  
WORE OFF ---



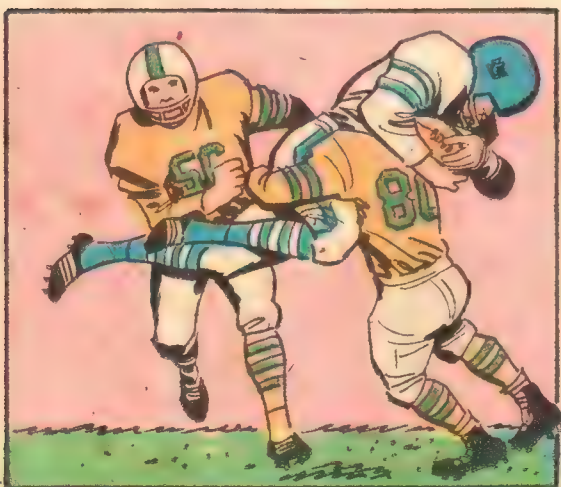
SO I SET NEW GOALS---  
ANOTHER STEP UP THE LADDER---  
**PRO FOOTBALL !!!**



I WAS DRAFTED  
BY NEW YORK !



I WANTED TO BECOME  
ALL-PRO AND MADE IT !



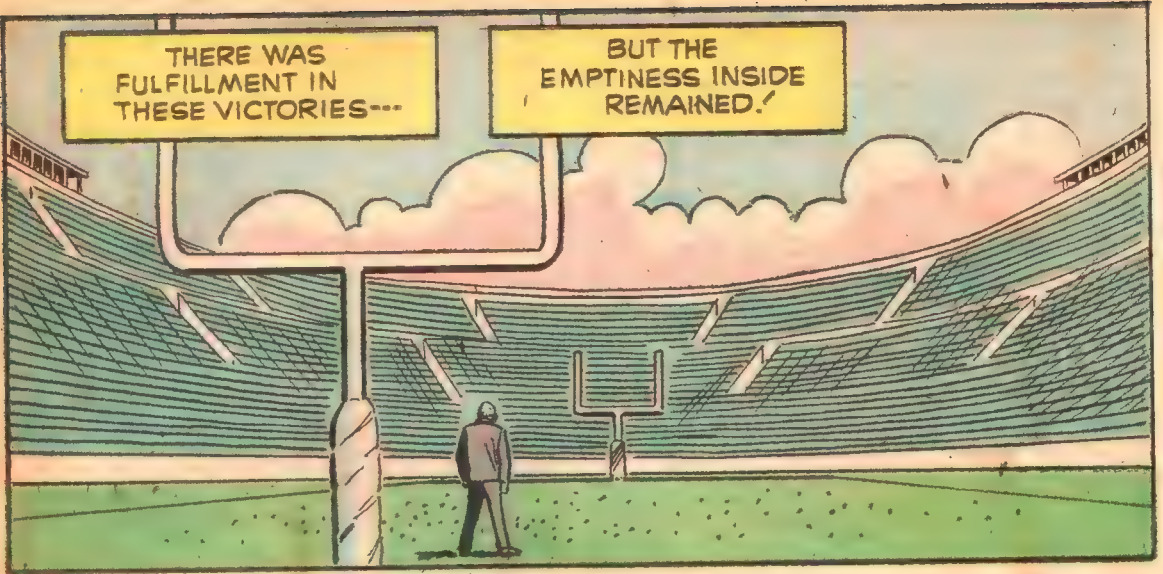
I WANTED TO GET INTO THE PRO  
BOWL GAME AND MADE IT !





THERE WAS  
FULFILLMENT IN  
THESE VICTORIES---

BUT THE  
EMPTINESS INSIDE  
REMAINED.!

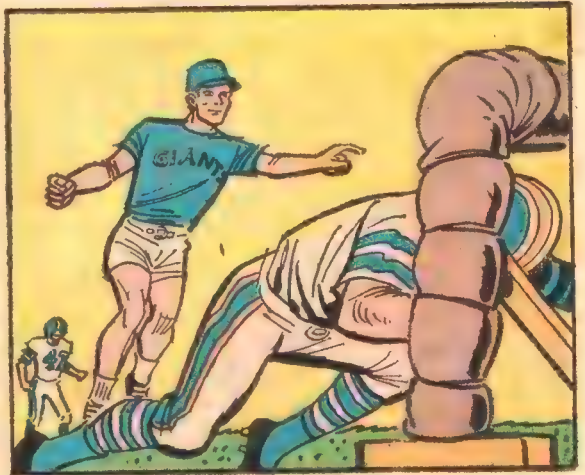


I IMAGINED THIS WAS BECAUSE I  
STILL HADN'T REACHED THE TOP.!

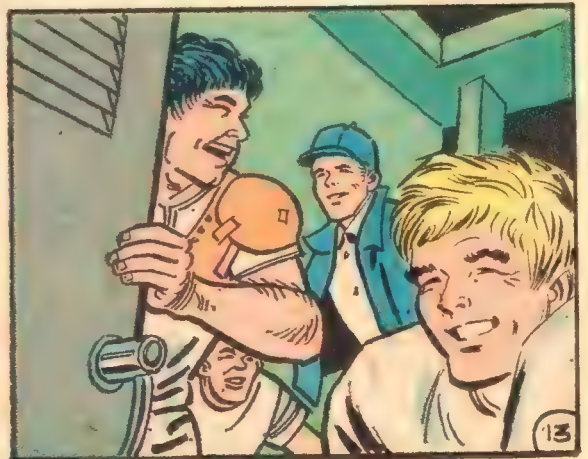
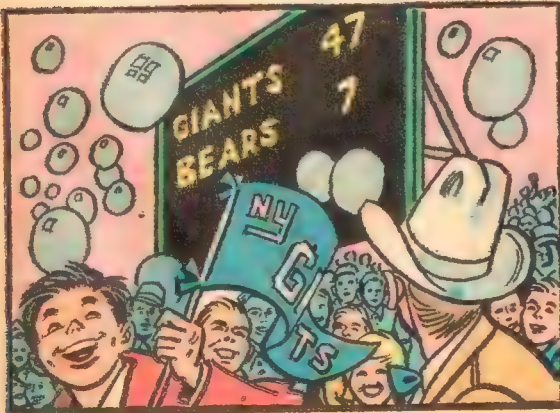
THEN I BECAME A PLAYER-COACH  
AND LATER A DEFENSIVE COACH.!



IN MY FIRST FULL YEAR AS COACH,  
WE WON THE WORLD CHAMPION-  
SHIP AGAINST THE CHICAGO BEARS  
IN YANKEE STADIUM.!

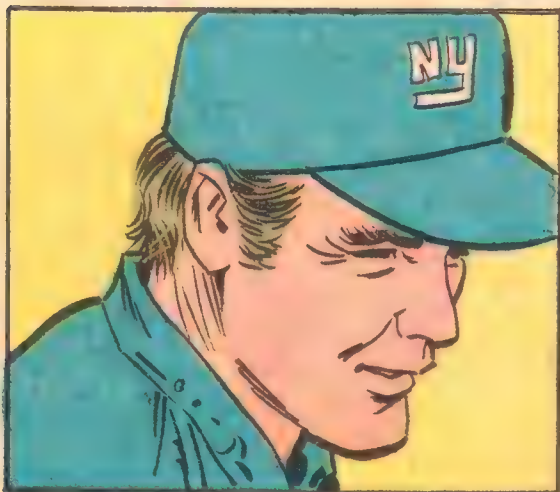


THIS HAD TO BE THE BEST.!  
ON TOP OF THE WORLD AS WORLD  
CHAMPIONS.!

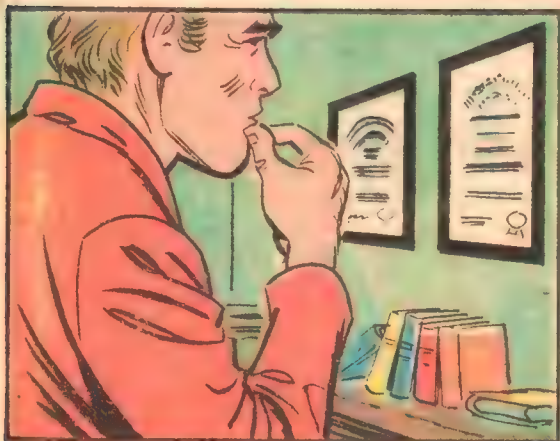




THE ELATION LASTED LONGER THIS TIME --- BUT IT, TOO, FADED.!



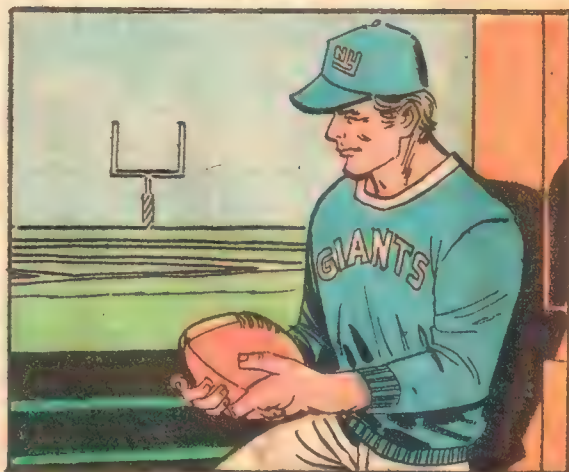
I HAD RECEIVED DEGREES IN BUSINESS AND INDUSTRIAL ENGINEERING BY THIS TIME ---



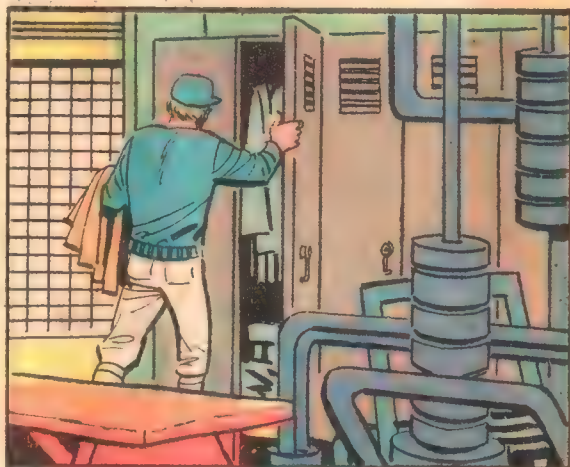
AND IT WAS AT THIS POINT IN MY LIFE THAT I MET MY FRIEND ON THE STREET IN DALLAS AND JOINED HIS BIBLE STUDY.!



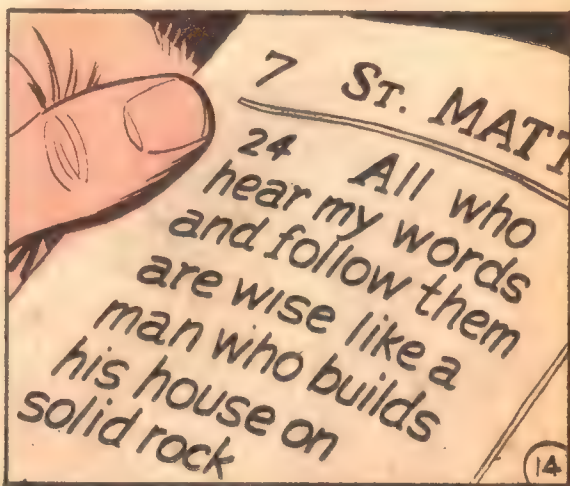
THIS REALLY CONFUSED ME AND I DECIDED THAT ATHLETICS JUST WASN'T THE ANSWER.!



SO I BEGAN TO MAKE PLANS TO LEAVE FOOTBALL.!



AS I STUDIED THE BIBLE, THE WORDS OF CHRIST SPOKE TO ME.!







BUT THOSE WHO HEAR AND IGNORE MY WORDS ARE FOOLISH--- LIKE A MAN WHO BUILDS HIS HOUSE ON SAND!

ALL OF A SUDDEN I REALIZED THE BIBLE WAS RIGHT! I DIDN'T HAVE A ROCK!



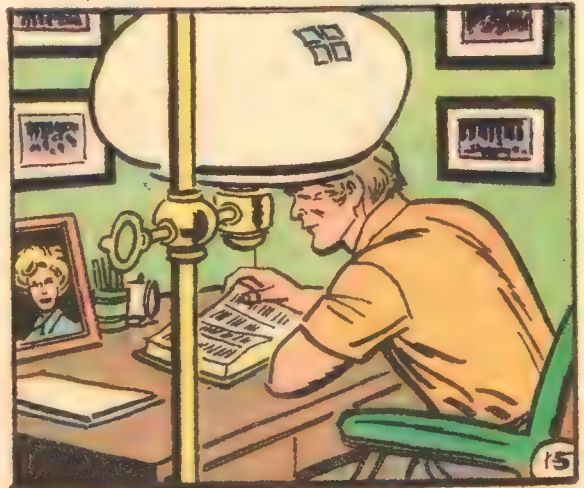
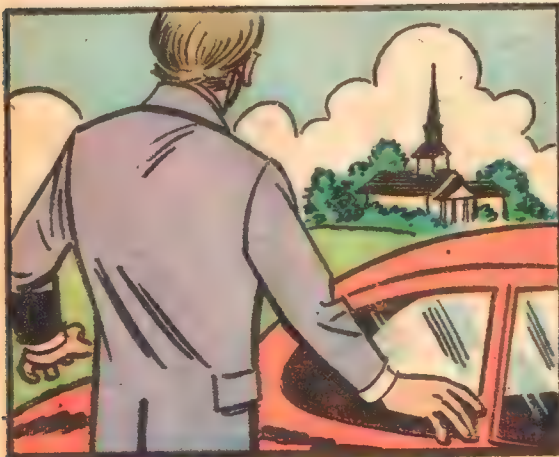
I'D BEEN STANDING ON SAND ALL THESE YEARS---



THAT'S WHY I HADN'T DISCOVERED WHAT LIFE IS REALLY ALL ABOUT!

FOR THE FIRST TIME IN MY LIFE, THE GOSPEL OF JESUS CHRIST MADE SENSE TO ME!

THE MORE I GOT INTO THE BIBLE, THE MORE IT GOT INTO ME!





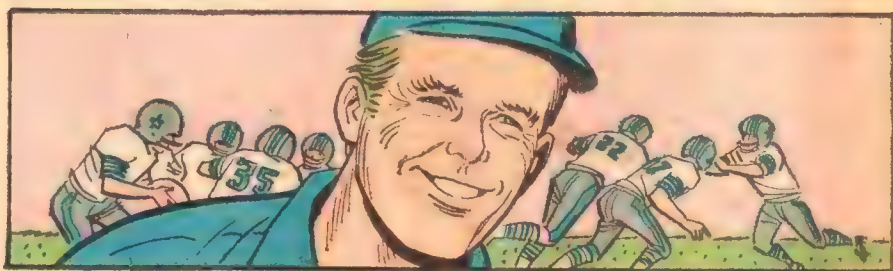
THE BIBLE WAS GOD'S WORD TO ME AND I BELIEVED EVERY PART OF IT!



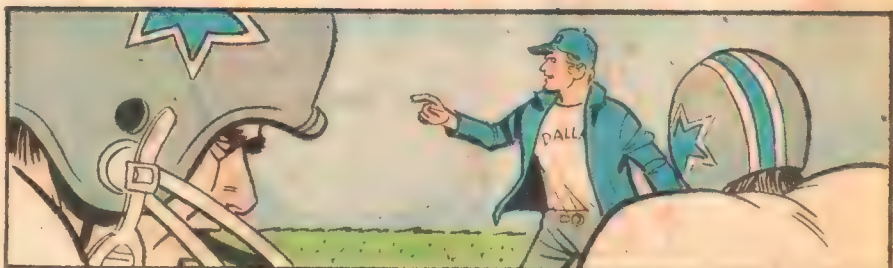
JESUS WAS GOD'S SON WHO DIED FOR MY SINS AND I ACCEPTED HIM AS MY PERSONAL SAVIOUR!



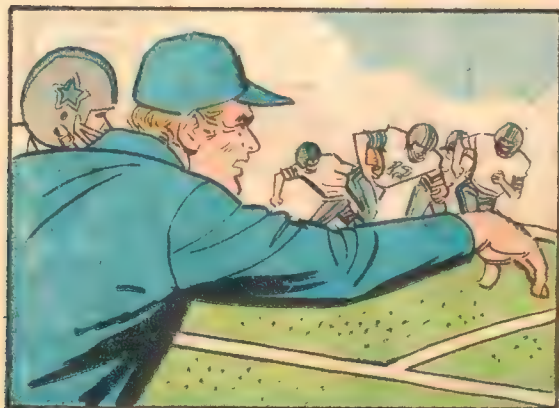
AND THEN I REALIZED I HAD BECOME A CHRISTIAN!



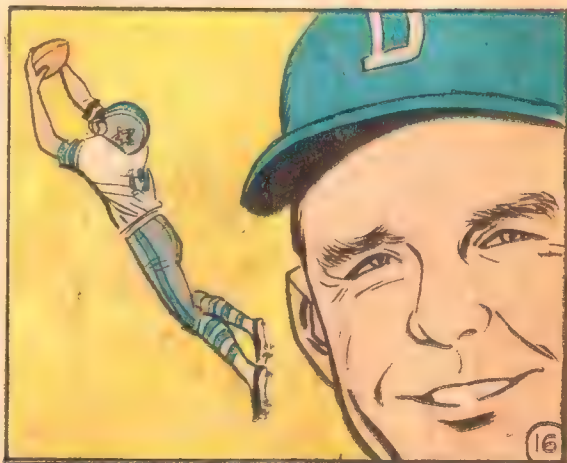
I FELT GOD CHANGING ME ON THE INSIDE!



BUT HE DIDN'T CHANGE MY AMBITIONS--- I WAS CERTAIN THAT HE WANTED ME TO BE A COACH--- AND TO BE THE BEST COACH POSSIBLE!



BUT FOOTBALL WAS NO LONGER MY RELIGION! AND I STOPPED PLAYING GAMES WITH GOD!





MY  
PRIORITIES  
CHANGED  
WHEN I  
BECAME  
A  
CHRISTIAN!

GOD  
BECAME  
NUMBER  
ONE---



MY  
FAMILY  
SECOND---

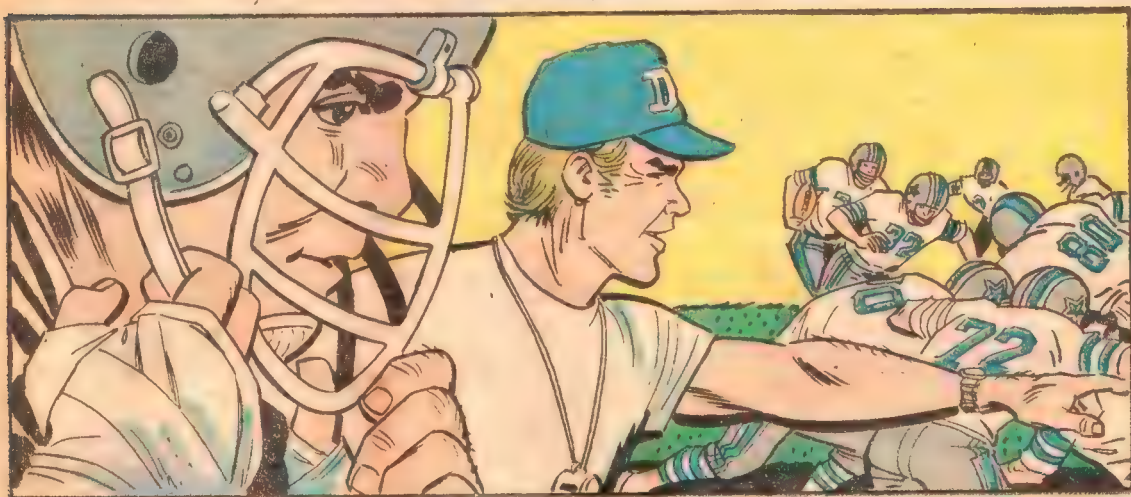


AFTER  
THAT  
THINGS  
BEGAN  
TO  
FALL  
INTO  
PLACE!

AND  
FOOTBALL  
THIRD---



I BECAME COACH OF THE DALLAS COWBOYS!

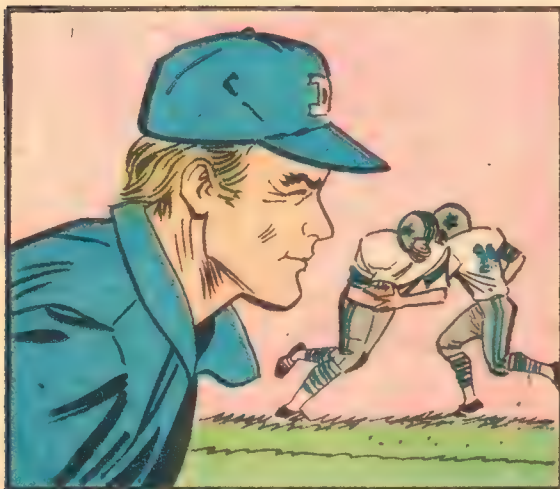


WE BEGAN THE TREMENDOUS STRUGGLE TO  
BUILD A FOOTBALL TEAM FROM SCRATCH!

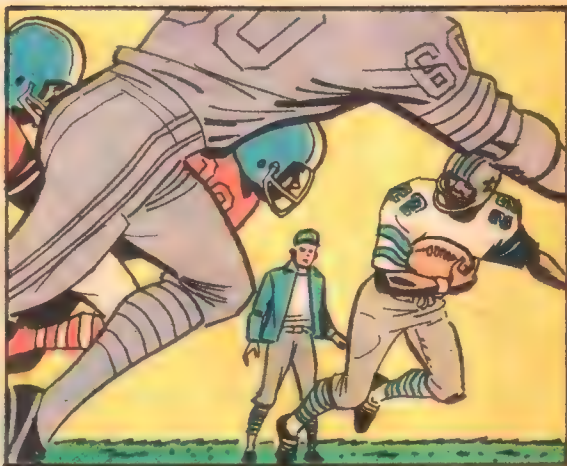




AS I COACHED THE DALLAS COWBOYS, CHRIST WAS WITH ME.!



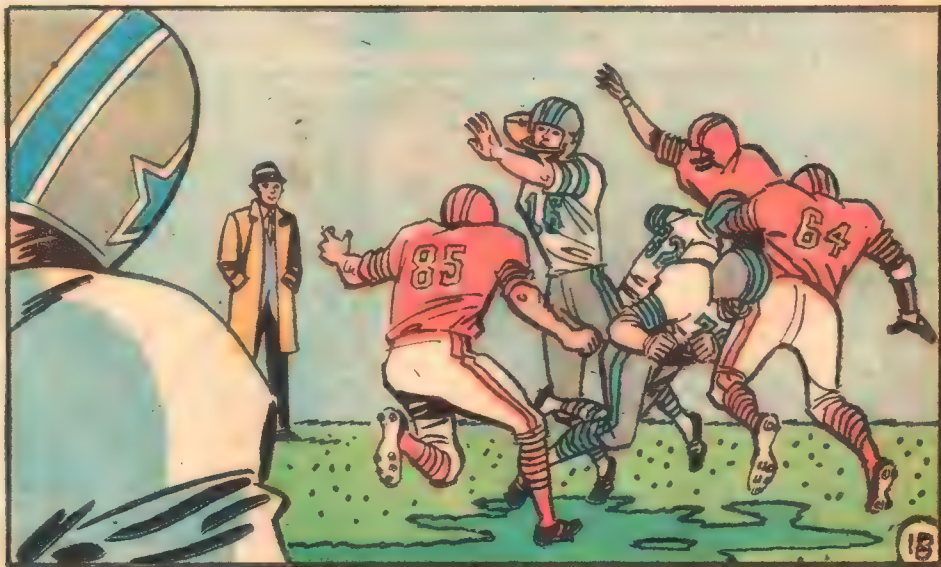
I FOUND MY ATTITUDES CHANGING... ESPECIALLY MY ATTITUDE ABOUT WINNING AND LOSING.!



AND THIS WAS FORTUNATE BECAUSE I LEARNED THAT CHRIST DOESN'T GUARANTEE SUCCESS ALL THE TIME ---



IN THOSE EARLY DAYS WITH THE COWBOYS, GOD SUPPORTED ME THROUGH MANY DEFEATS.!

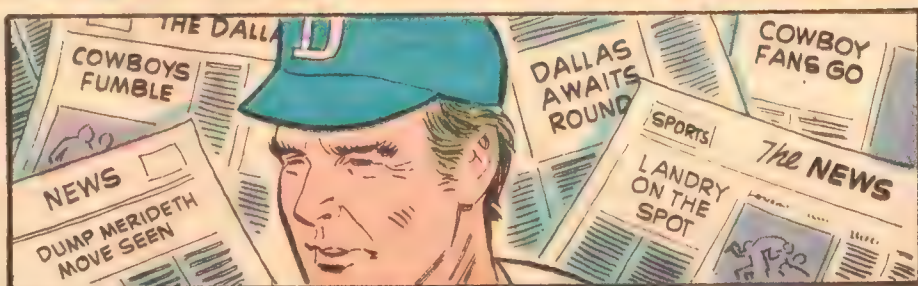




IN OUR FIRST YEAR WE TIED  
ONE GAME AND LOST 12 .!



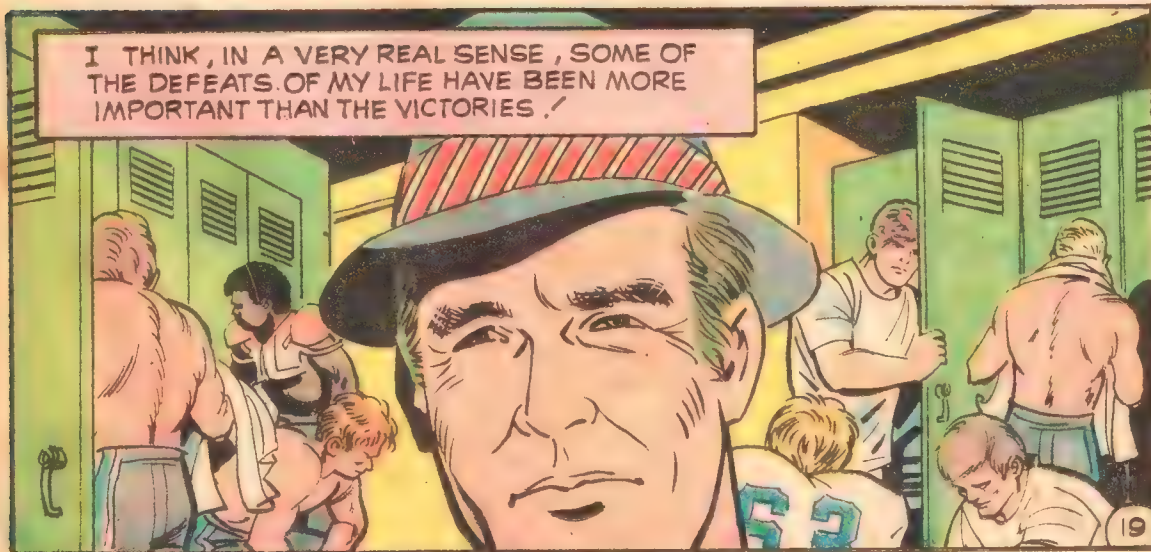
THERE  
WERE  
DIFFICULT  
DECISIONS  
TO BE MADE  
UNDER  
TREMENDOUS  
PRESSURE .!



AND  
EACH TIME  
I KNEW  
THAT GOD  
WAS WITH  
ME .!



I THINK , IN A VERY REAL SENSE , SOME OF  
THE DEFEATS OF MY LIFE HAVE BEEN MORE  
IMPORTANT THAN THE VICTORIES .!

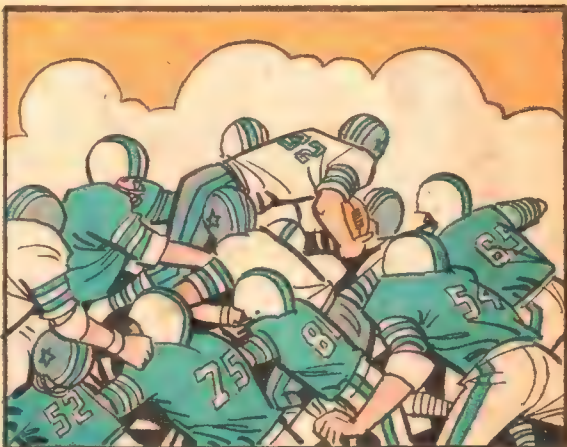




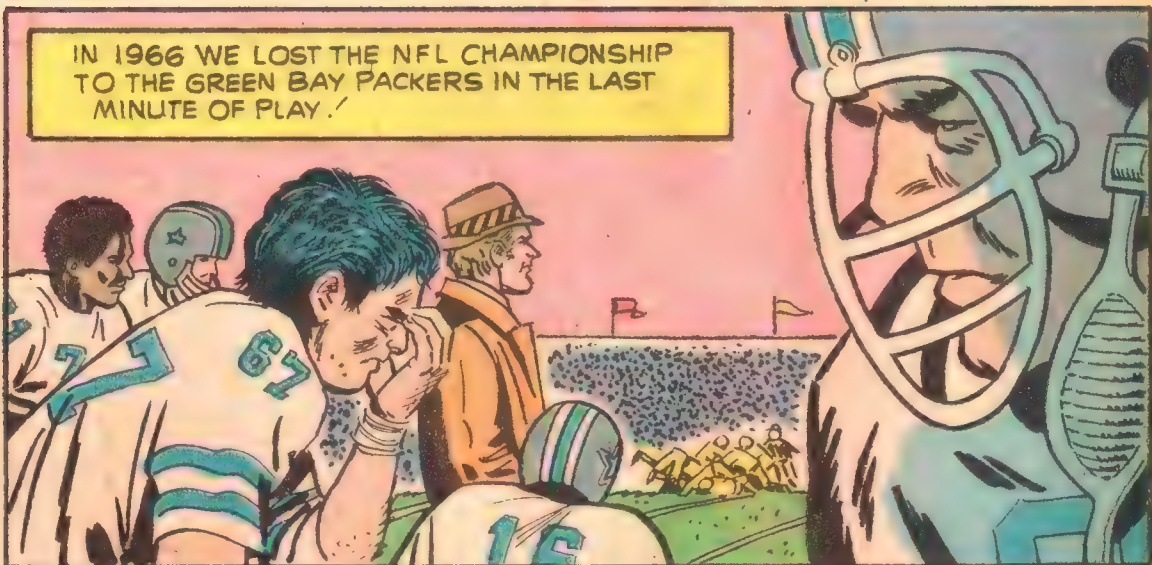
IN 1966 WE STARTED OUR STRING OF SEVEN STRAIGHT PLAY-OFFS.!



IN THE PLAY-OFFS, WE BECAME KNOWN AS THE TEAM THAT COULDN'T WIN THE BIG GAME.!



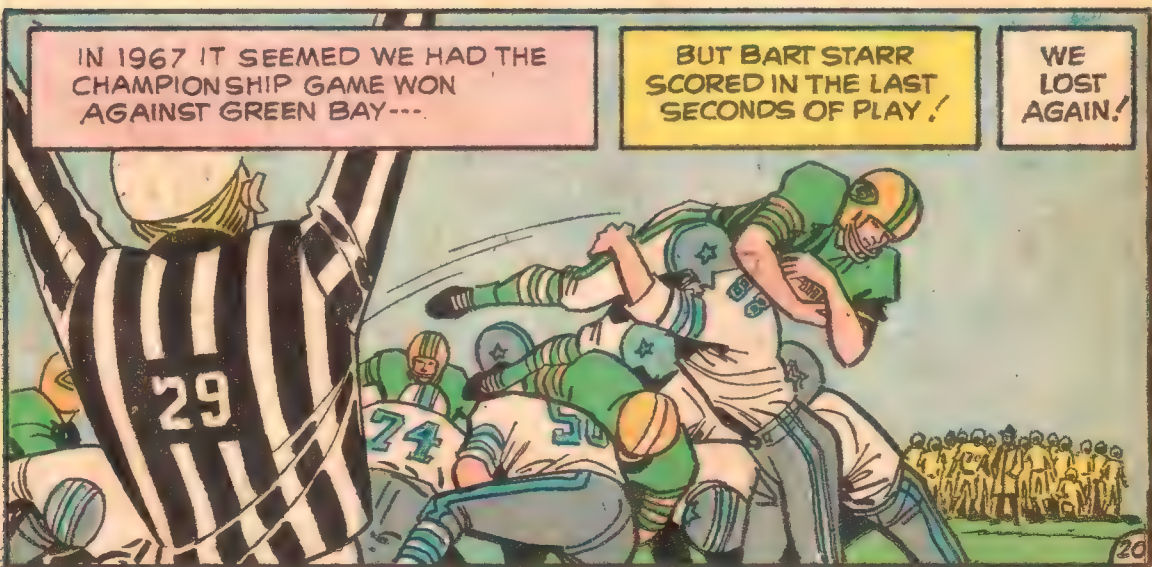
IN 1966 WE LOST THE NFL CHAMPIONSHIP TO THE GREEN BAY PACKERS IN THE LAST MINUTE OF PLAY.!



IN 1967 IT SEEMED WE HAD THE CHAMPIONSHIP GAME WON AGAINST GREEN BAY---

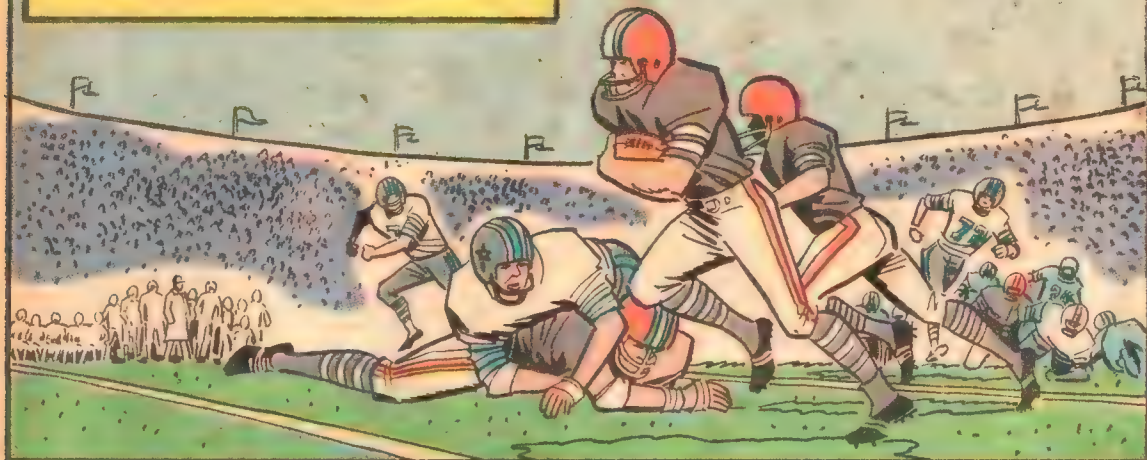
BUT BART STARR SCORED IN THE LAST SECONDS OF PLAY.!

WE LOST AGAIN.!

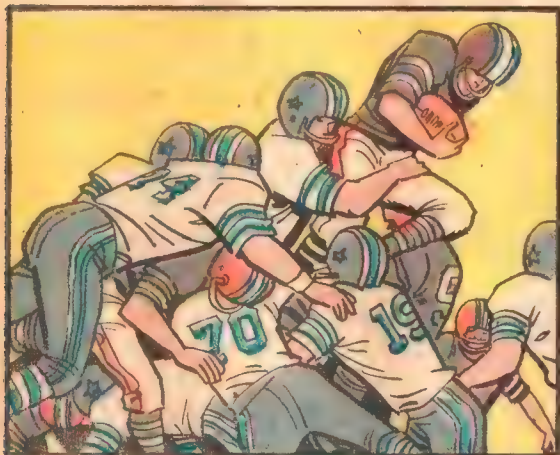




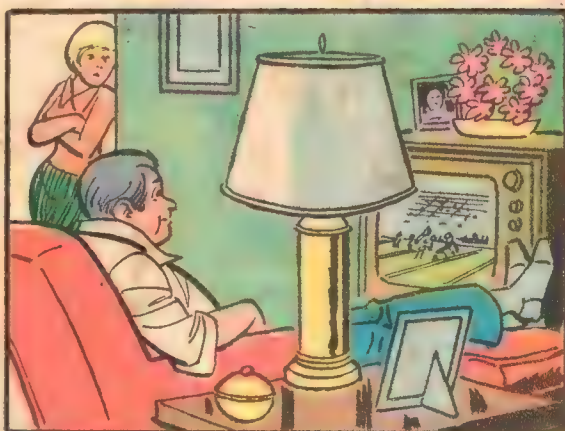
IN THE CONFERENCE PLAY-OFFS  
OF 1968 WE WERE DEFEATED  
DISASTROUSLY BY CLEVELAND.



IN 1969 CLEVELAND AGAIN  
DEFEATED US IN THE CONFERENCE  
PLAY-OFFS.



IN THE MIDDLE OF THE 1970 SEASON,  
BEFORE A NATIONAL TV AUDIENCE,  
THE ST. LOUIS CARDINALS DEFEATED  
US 38-0.

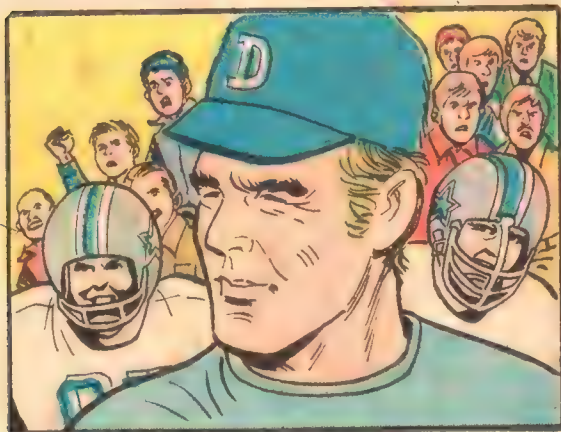


THE NEXT DAY EVERYBODY SAID WE  
WERE THROUGH AS A TEAM.





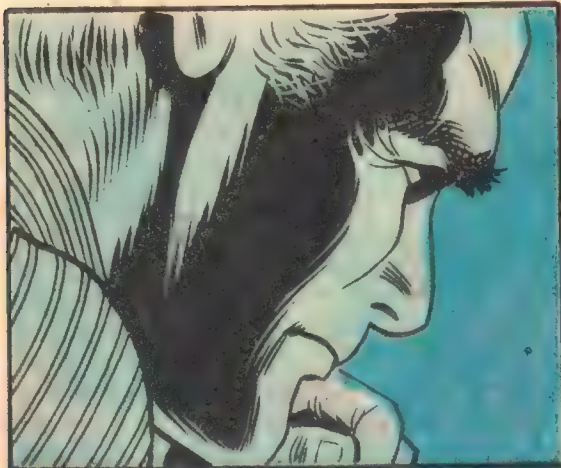
THERE WAS AN ENORMOUS REACTION  
AMONG THE PLAYERS AND FANS---  
AND FOR A COACH, THIS IS A  
TREMENDOUS CHALLENGE !



IT'S NOT EASY TO SLEEP AFTER A  
HUMILIATING DEFEAT ! IT TEARS  
YOU UP !



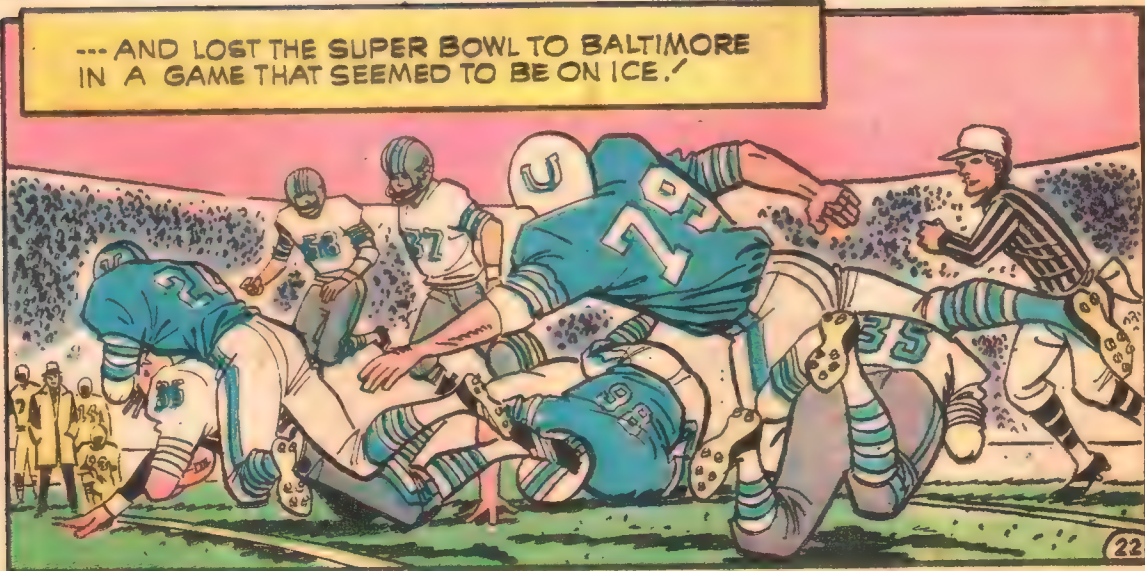
BUT WHEN I GOT ON MY KNEES---  
AND PRAYED--- I FOUND STRENGTH !



WE WON SEVEN GAMES IN A  
ROW AND WENT TO THE  
SUPER BOWL !

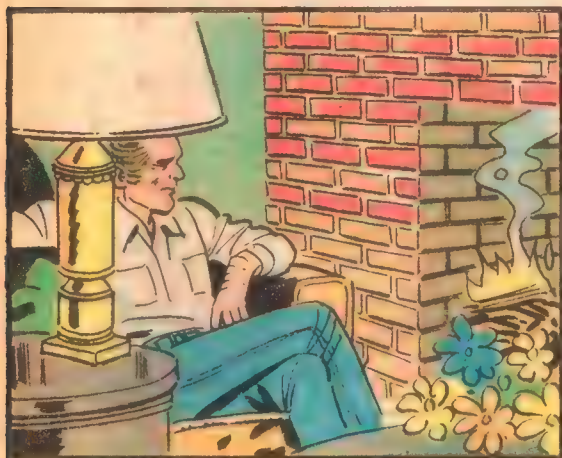


--- AND LOST THE SUPER BOWL TO BALTIMORE  
IN A GAME THAT SEEMED TO BE ON ICE !

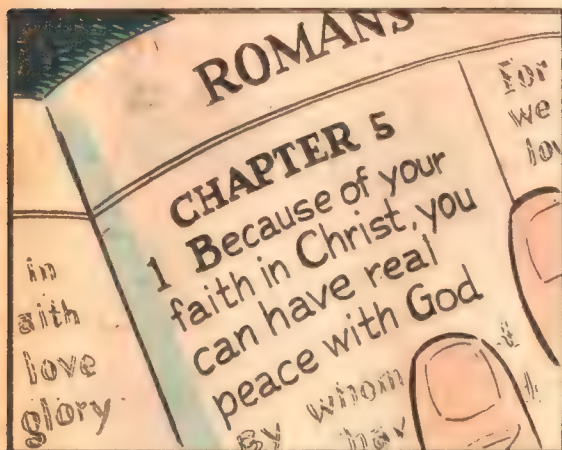




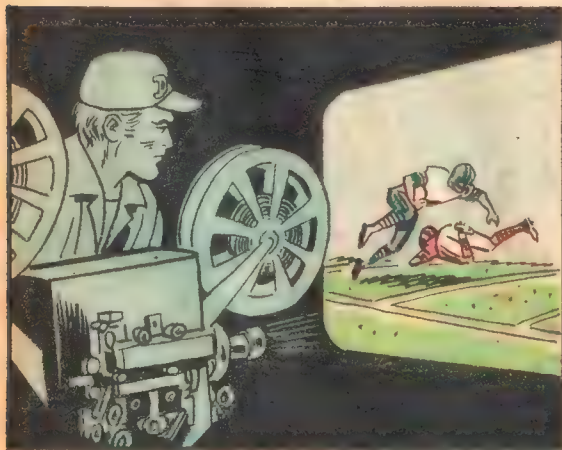
AS I SURVEYED MY CHRISTIAN LIFE, I FOUND ONE DEFEAT AND TRIAL AFTER ANOTHER ---



THE BIBLE WAS A LIVING BOOK TO ME AND I READ IN THE BOOK OF ROMANS ....



--- YOU CAN EVEN BE THANKFUL FOR YOUR PROBLEMS, BECAUSE THEY TEACH YOU TO BE PATIENT ---



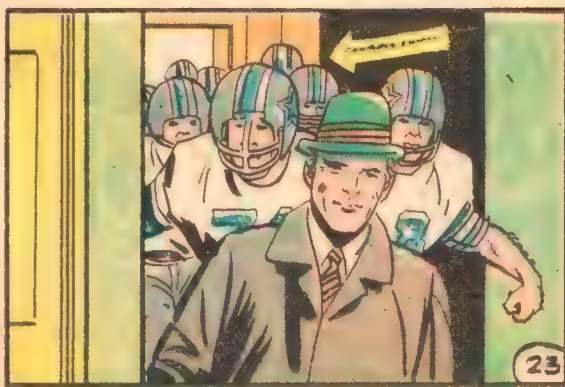
BUT, AN AMAZING THING--- I HAD MORE CONFIDENCE AND DIRECTION --- NOW --- EVEN IN DIFFICULTY --- THAN I HAD KNOWN WHEN I WAS RIDING THE CREST OF ONE WAVE AFTER ANOTHER.!



--- AND LOOK FORWARD WITH JOY TO ALL THAT GOD HAS IN STORE FOR YOU ---



--- AND PATIENCE DEVELOPS STRENGTH OF CHARACTER, AND HELPS YOU TO TRUST GOD MORE EACH TIME YOU USE IT. / UNTIL FINALLY YOUR HOPE AND FAITH ARE STRONG AND STEADY.!

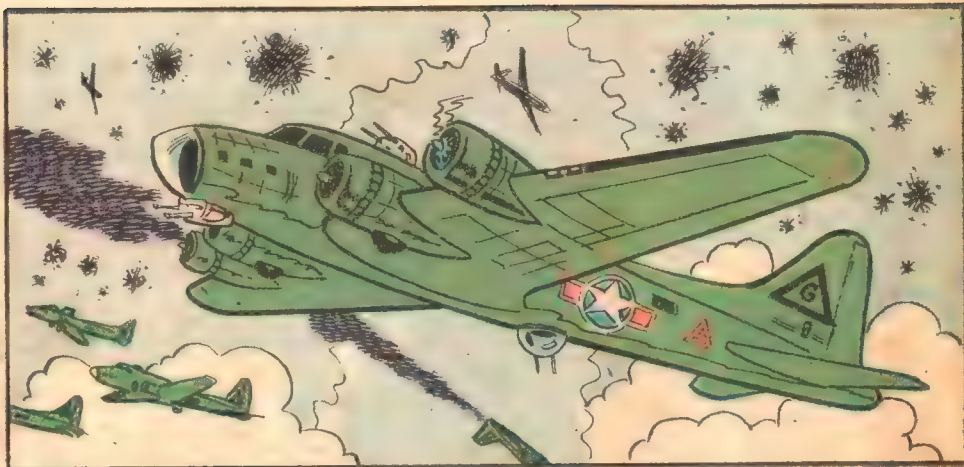




I THINK BACK TO MY  
SERVICE IN WORLD WAR II  
AS A BOMBER CO-PILOT!

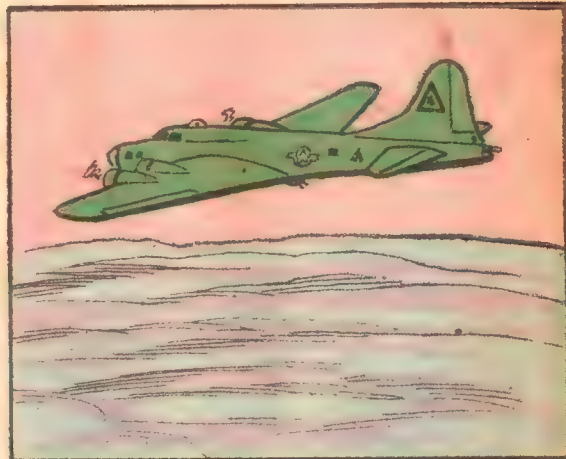
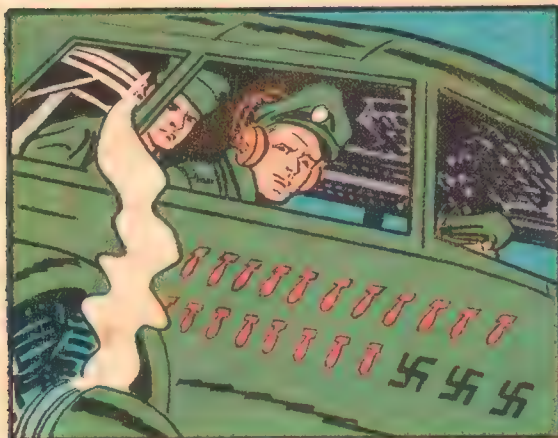
GOD WAS WITH ME  
WHILE I WAS INCHES  
FROM DEATH!

I  
WAS  
CERTAIN  
GOD WAS  
LEADING  
IN MY  
LIFE---  
I, NOW  
REALIZED  
HE HAD  
BEEN IN  
CONTROL  
ALL  
ALONG!



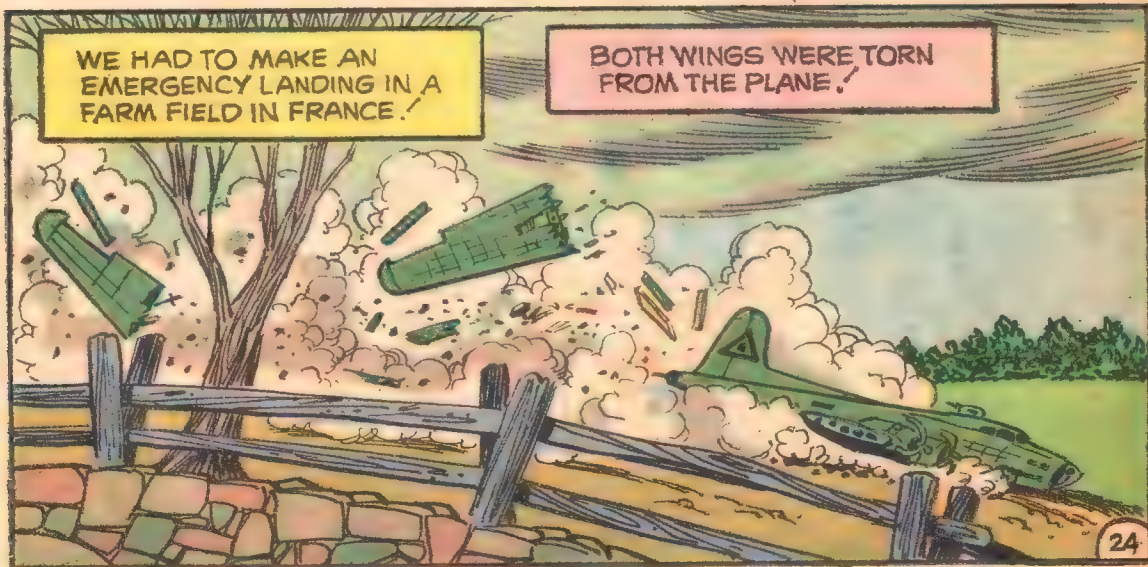
I THINK OF THE DAY WE RETURNED  
FROM A LONG MISSION DEEP INSIDE  
GERMANY---

OUR AIRFIELD IN ENGLAND WAS  
SHROUDED IN FOG!



WE HAD TO MAKE AN  
EMERGENCY LANDING IN A  
FARM FIELD IN FRANCE!

BOTH WINGS WERE TORN  
FROM THE PLANE!



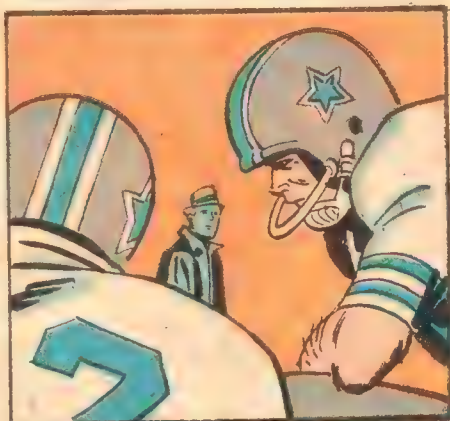


BUT OUR ENTIRE CREW WALKED AWAY UNHARMED.!



IT'S A TREMENDOUS ASSURANCE TO KNOW THAT GOD IS IN CONTROL OF THINGS--- AND THAT **ALL** THINGS WORK OUT RIGHT FOR THOSE WHO REALLY LOVE GOD BECAUSE---

---HALFWAY THROUGH THE 1971 SEASON WE CAME CLOSE TO QUITTING AGAIN AS A TEAM. NO ONE GAVE US A CHANCE.!



BUT GOD WAS THERE AND OUR CHAPEL SERVICES BEFORE EACH GAME TOOK ON A GREATER MEANING.!



CHRIST HELPED MOLD TOGETHER A GROUP THAT HAD BEEN FRACTURED.!



I'M NOT SAYING THAT GOD DIRECTLY INTERVENES IN AN ATHLETIC CONTEST, ALTHOUGH HE CERTAINLY COULD IF IT WERE IMPORTANT TO HIS PLAN.!

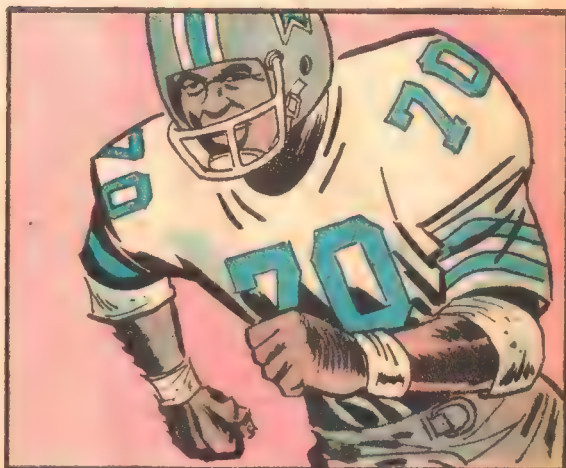
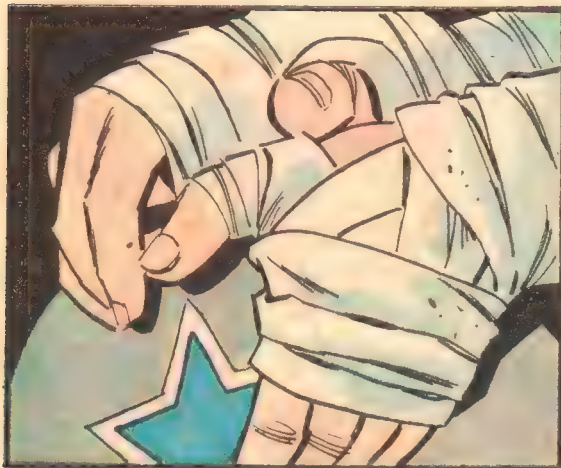


BUT I REALLY BELIEVE HE TAKES PART INDIRECTLY---



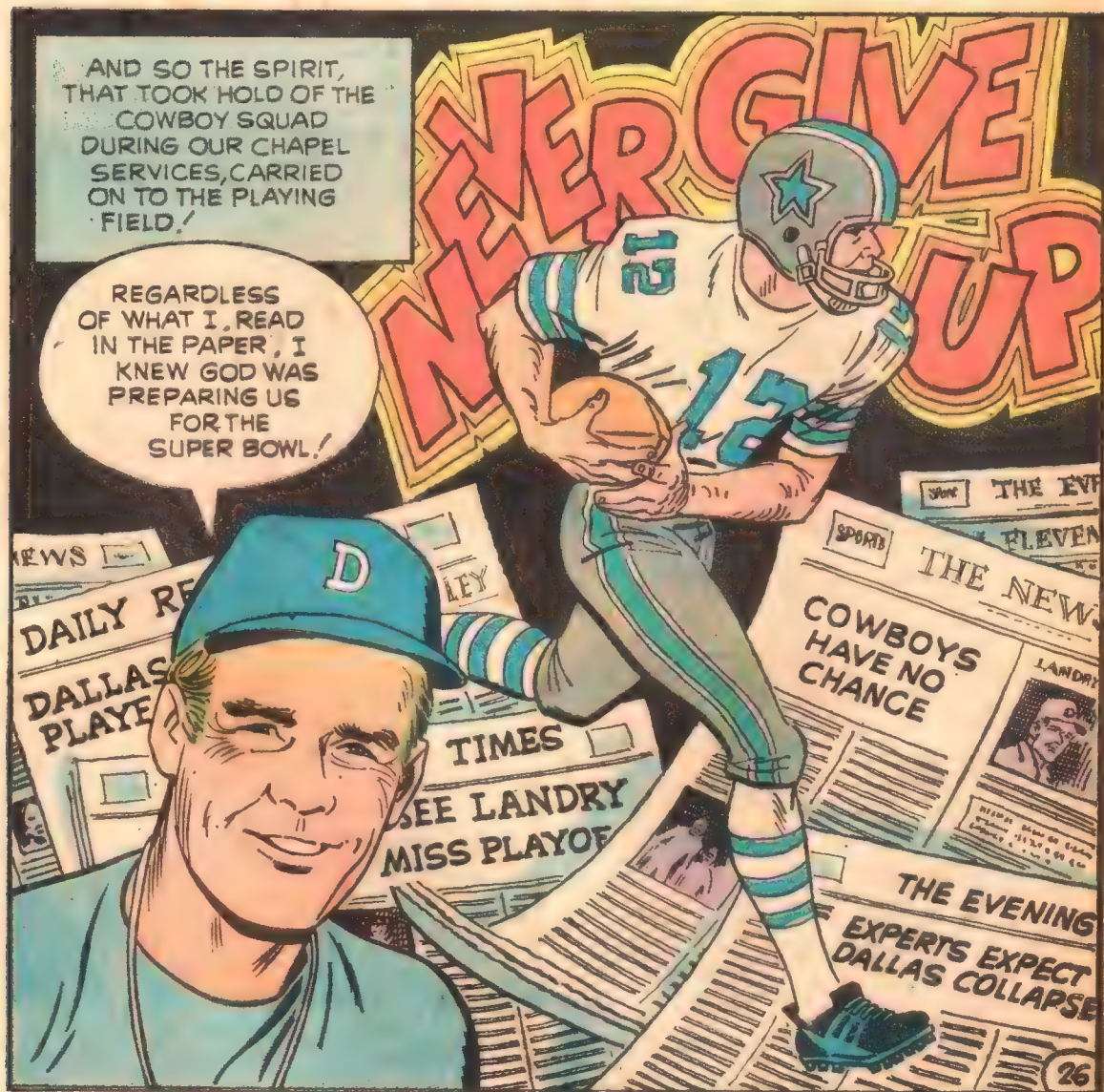
WHEN CHRIST IS IN YOUR LIFE ,  
THERE MAY STILL BE SOME HANG-UPS  
AND PROBLEMS---

--- BUT CHRIST GIVES YOU POWER TO  
COPE AND TO ACHIEVE YOUR  
POTENTIAL!

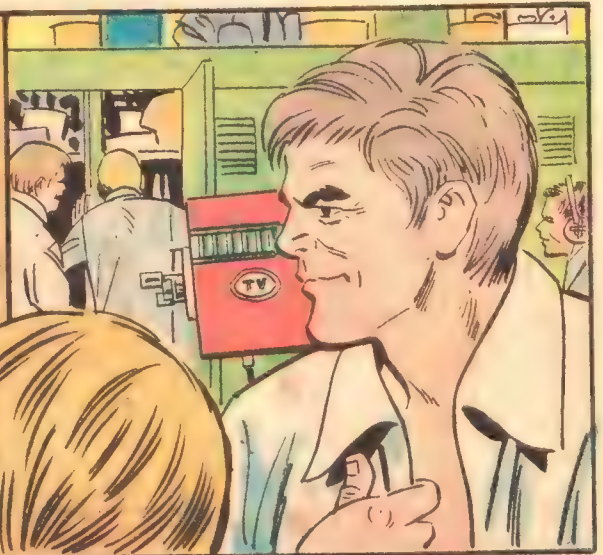
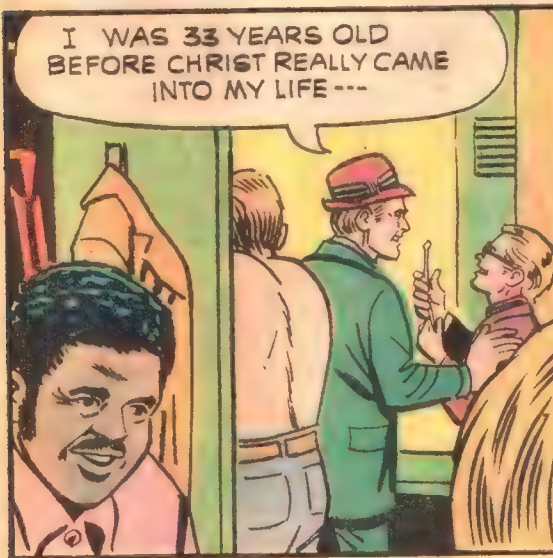


AND SO THE SPIRIT,  
THAT TOOK HOLD OF THE  
COWBOY SQUAD  
DURING OUR CHAPEL  
SERVICES, CARRIED  
ON TO THE PLAYING  
FIELD!

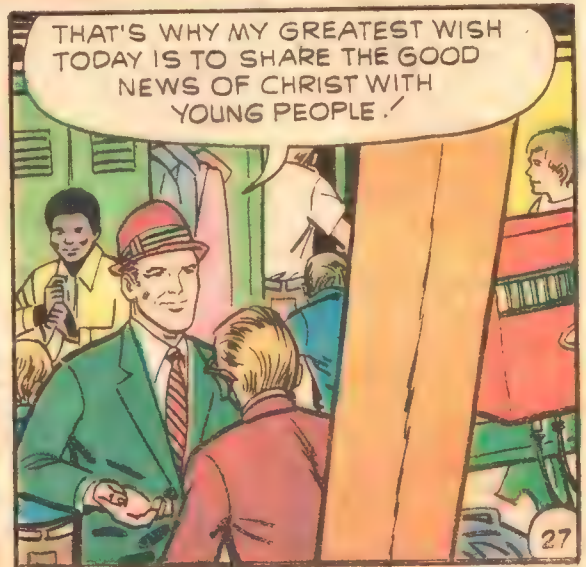
REGARDLESS  
OF WHAT I READ  
IN THE PAPER, I  
KNEW GOD WAS  
PREPARING US  
FOR THE  
SUPER BOWL!



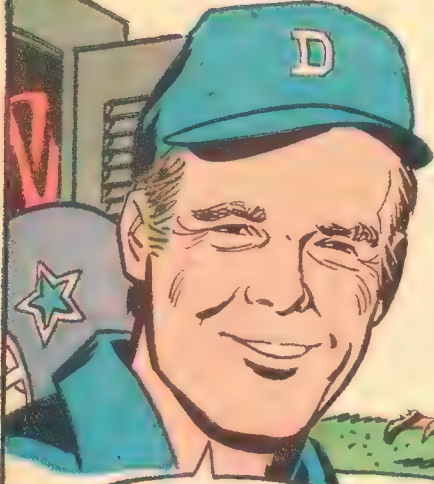




AND I MISSED OUT ON A GREAT DEAL DURING THOSE FIRST 33 YEARS!







WE CAN'T ALL BE IN THE SUPER BOWL---



BUT WE CAN ALL ACHIEVE CHAMPIONSHIP QUALITY IN WHATEVER WE'RE DOING!

IN SPORTS---

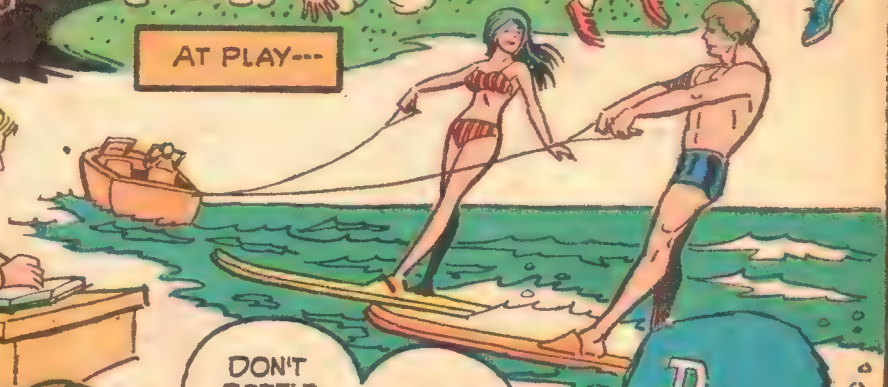


IN SCHOOL---

AT PLAY---



AT WORK---




DON'T SETTLE FOR SECOND BEST---

STRIVE TO BE NUMBER ONE!







IF YOU'RE A CHRISTIAN,  
GOD GIVES YOU HOPE  
AND DIRECTION!

AND POWER!

EVEN IF  
YOU HAVE  
SETBACKS---

WITH GOD'S  
HELP YOU  
CAN COME  
BACK---

AS I HAVE!

GOD GAVE  
US A SIMPLE  
MESSAGE THAT  
ANYBODY CAN  
UNDERSTAND!

SO I DON'T  
TRY TO EXPLAIN  
THE HOLY SPIRIT---

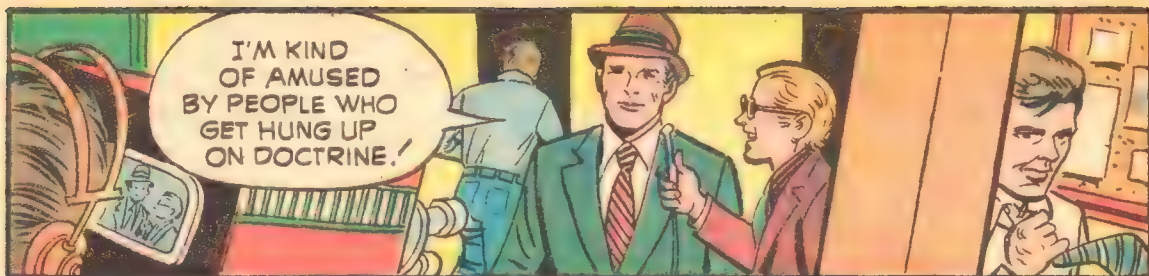
BUT I KNOW HE'S  
REAL BECAUSE HE CHANGED  
MY LIFE---

AND I'VE SEEN  
HIM CHANGE  
OTHERS!

AND HE KEEPS  
BOLSTERING ME  
IN SITUATIONS  
I COULDN'T  
COPE WITH  
ALONE!

STAUBACH



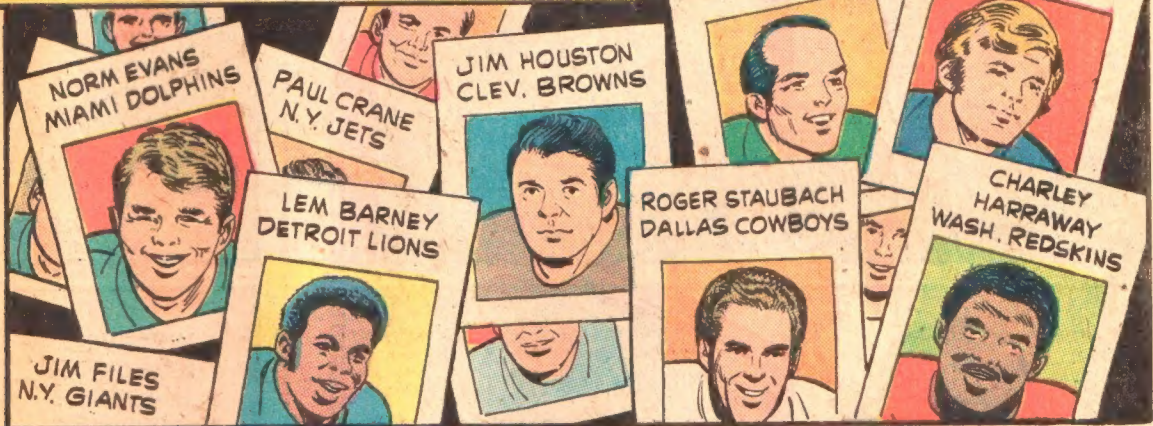




THAT'S  
WHY  
I WAS  
PROUD  
TO BE  
CHAIRMAN  
OF THE  
BILLY  
GRAHAM  
CRUSADE  
IN  
DALLAS!



AND WHY I WORK WITH SO MANY  
FINE AMERICANS IN THE FELLOWSHIP  
OF CHRISTIAN ATHLETES!



THE SUPER BOWL  
TROPHY IS A GREAT  
AWARD---

BUT CHRIST HAS  
GIVEN ME SOMETHING  
FAR GREATER---

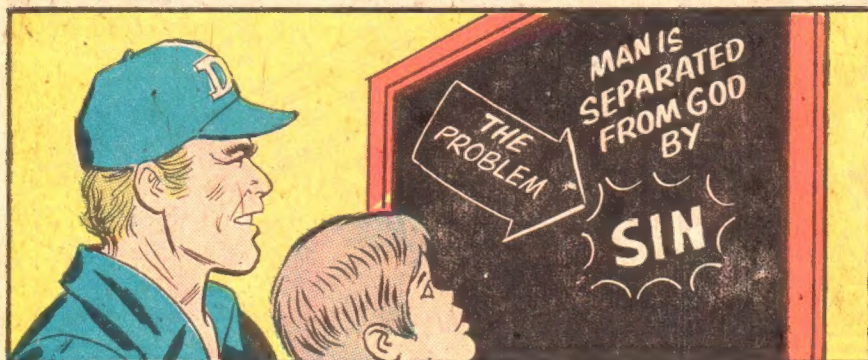
AND THAT'S  
WHAT LIFE IS  
REALLY ALL  
ABOUT!





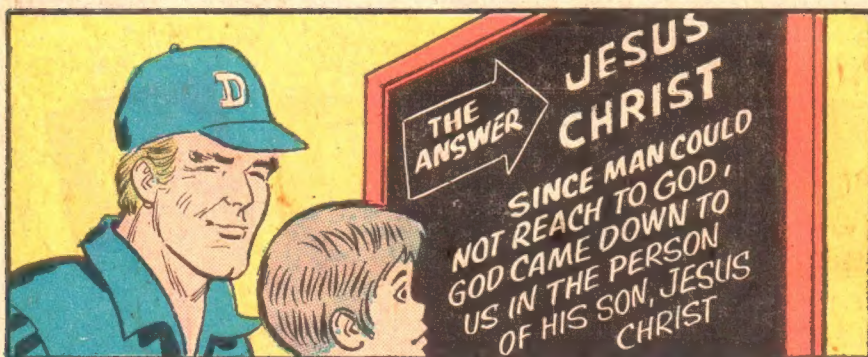
# GOD'S GAME PLAN

LAID OUT IN HIS RULE BOOK FOR LIFE... THE BIBLE  
FROM THE BLACKBOARD OF THE DALLAS COWBOYS' CHAPEL SERVICE



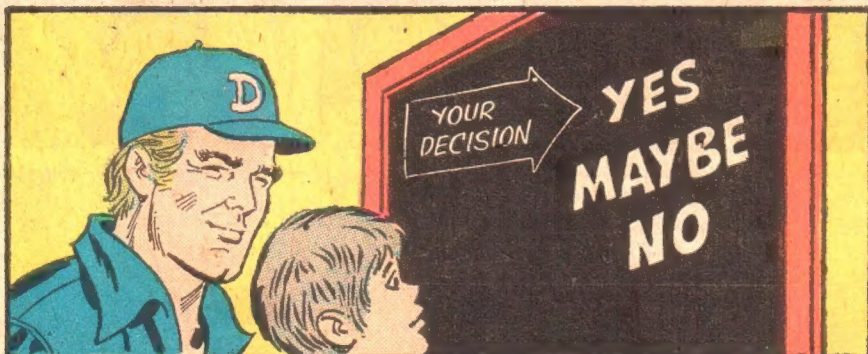
FOR  
ALL HAVE  
SINNED AND  
COME SHORT  
OF THE  
GLORY OF  
GOD.

ROMANS 3:23



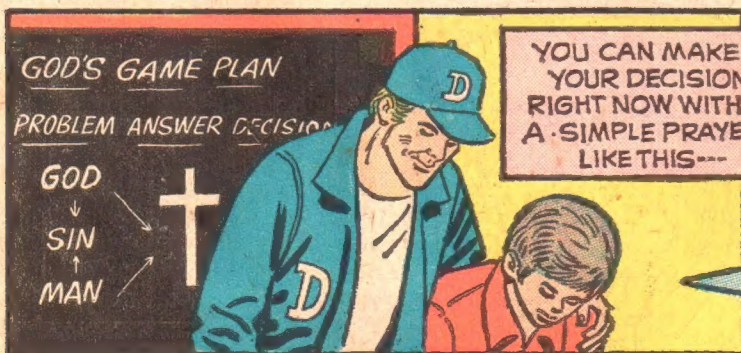
JESUS SAID:  
I AM THE  
WAY, THE  
TRUTH AND  
THE LIFE.  
NO ONE  
COMES TO  
GOD EXCEPT  
BY ME.

JOHN 14:6



WHOEVER  
HAS CHRIST  
HAS LIFE.  
WHOEVER  
DOES NOT  
HAVE CHRIST  
DOES NOT  
HAVE LIFE.

I JOHN 5:12



YOU CAN MAKE  
YOUR DECISION  
RIGHT NOW WITH  
A SIMPLE PRAYER  
LIKE THIS---

DEAR GOD:  
I NEED YOUR  
FORGIVENESS.  
I WANT CHRIST TO  
BE LORD OF MY LIFE  
IN EVERYWAY, THANK  
YOU FOR THE WHOLE  
NEW DIMENSION OF  
LIFE THAT IS AVAILABLE  
IN HIM.

IN JESUS' NAME,  
AMEN



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- \_\_\_ The Cross and the Switchblade
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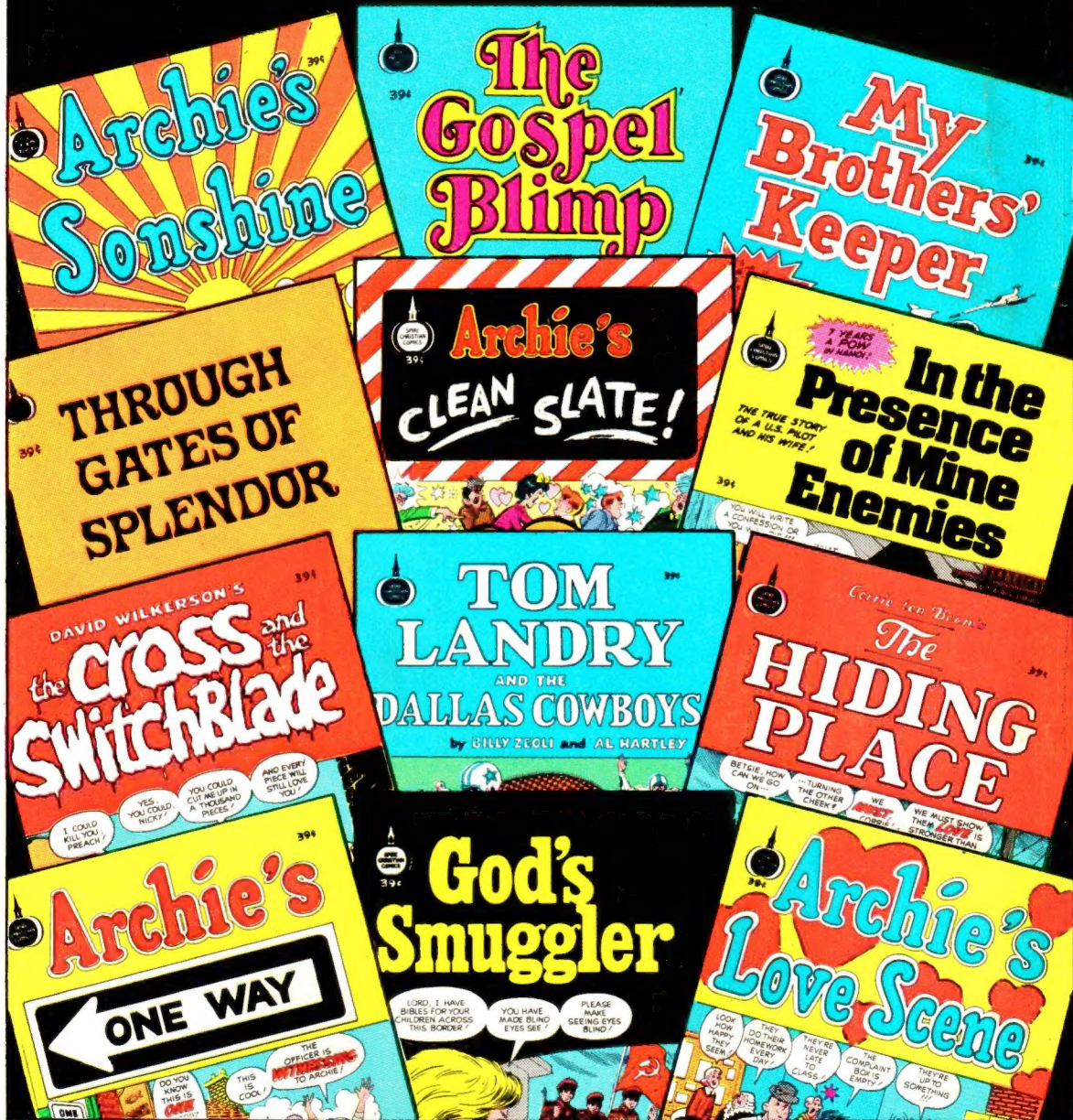




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